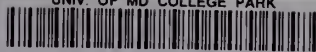


UNIV. OF MD COLLEGE PARK

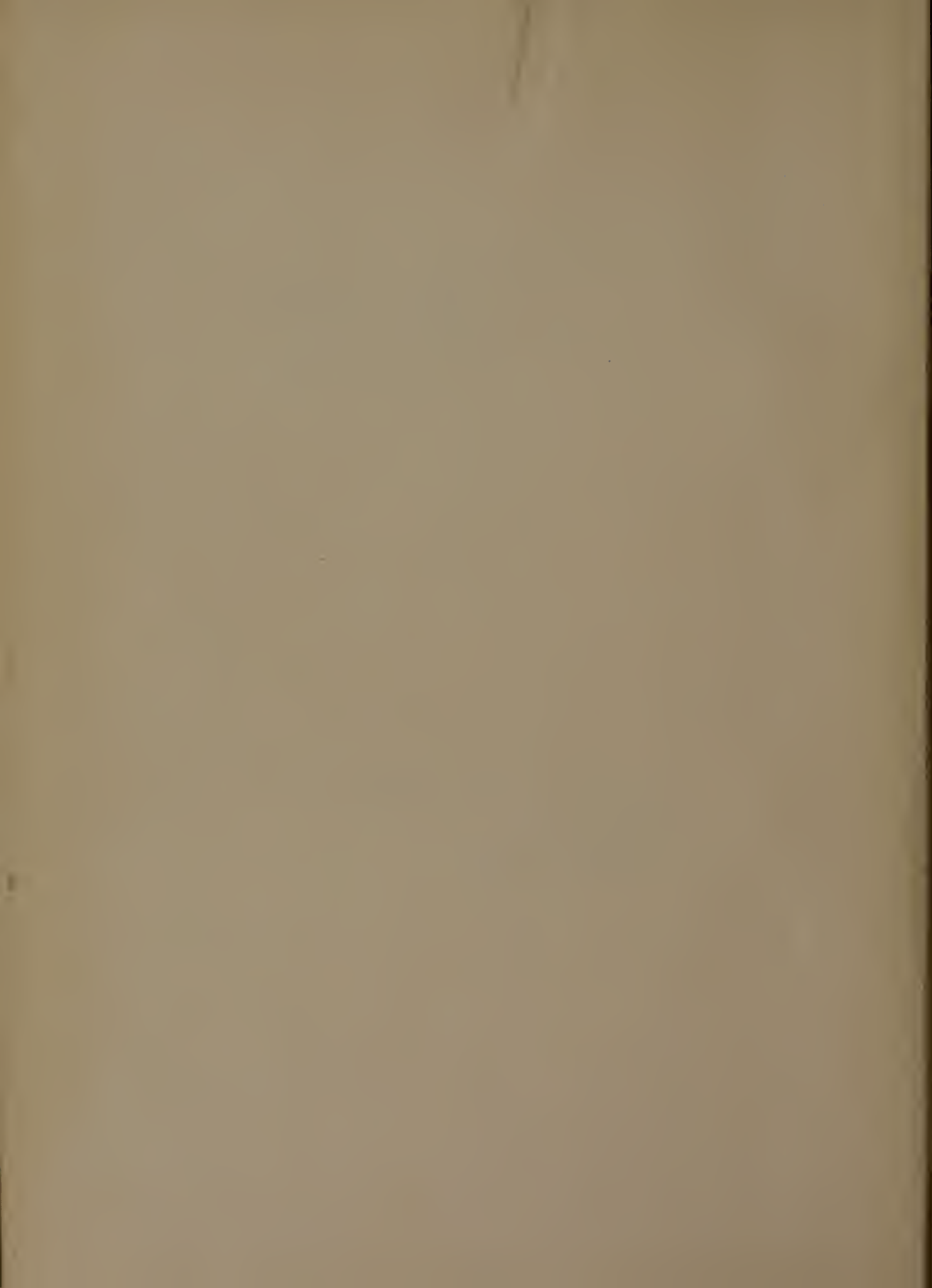


3 1430 05760170 2

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

BROADCAST PIONEERS LIBRARY
NAB Building
1771 N Street, N.W.
Washington, D.C. 20036

5/7/76



NATIONAL BROADCASTING COMPANY
GENERAL LIBRARY
20 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE CAMPBELL PROGRAM BOOK



JANUARY, 1940



JANUARY, 1940

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 29

WABC SPONSORED PROGRAMS: pp. 29 to 32

CBS SUSTAINING PROGRAMS: pp. 33 to 48

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto.
Chrysler motor cars Page 7

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 13

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco . . . Page 3

ANTON-FISHER TOBACCO COMPANY:
Twenty Grand Cigarettes Page 27

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 5

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 19

PENN TOBACCO COMPANY:
"Kentucky Club" Pipe Tobacco . . . Page 19

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 21

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 25

STEPHANO BROTHERS:
"Marvels" Cigarettes Page 27

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco Page 25

● CONFECTIONERY

DOUBLEMENT GUM:
Doublemint Gum Page 11

SPEARMINT GUM
Spearmint Gum Page 25

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe Page 3

ANACIN COMPANY:
Anacin Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 27

BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D., Hand Cream . . . Page 5

CHAMBERLAIN LABORATORIES, INC.:
Chamberlain Lotion Page 29

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 7

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave Page 7

Cue Liquid Dentifrice Page 9

Cashmere Bouquet Products,
Halo, Palmolive Soap,
Colgate Tooth Powder Page 9

COLONIAL DAMES, INC.:
Cosmetics Page 27

GILLETTE SAFETY RAZOR COMPANY:
Gillette Products Page 15

LADY ESTHER COMPANY:
Cosmetics Page 17

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 17

LEHN & FINK PRODUCTS CORP.:
Hind's Honey & Almond Cream . . . Page 17

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap Page 17

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Toilet Soap Page 27

MENNEN COMPANY:
Mennen Shave Products Page 27

NOXZEMA CHEMICAL COMPANY:
Noxzema Greaseless Cream Page 19

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory Pages 21, 23

● FOODS & BEVERAGES

ALBERS BROS. MILLING CO.:
Friskies Dog Food Page 27

BOWEY'S, INC.:	
Dari-Rich Products	Page 5
CALIFORNIA FRUIT GROWERS EXCHANGE:	
Sunkist Oranges, Lemons	Page 5
CAMPBELL'S SOUP COMPANY:	
Campbell's Soups.	
Beans, and Tomato Juice	Pages 5, 7
Franco-American Spaghetti	Page 7
CONTINENTAL BAKING COMPANY, INC.:	
Wonder Bread, Hostess Cake	Page 11
CORN PRODUCTS SALES CO.:	
<i>(See also Laundry Soaps)</i>	
Kre-Mel Dessert	Page 11
GENERAL FOODS CORPORATION:	
<i>(See also Laundry Soaps)</i>	
Grape Nuts	Page 13
Sanka, Diamond Crystal Salt, Calumet Baking Powder, Swansdown Cake Flour, Minute Tapioca, Postum	Page 13
GENERAL MILLS, INC.:	
Wheaties, Corn Kix	Page 15
Wheaties, Gold Medal Flour	Pages 27, 29
HAWAIIAN PINEAPPLE COMPANY:	
"Dole" Pineapple Juice, Gems	Page 15
GEO. A. HORMEL & COMPANY, MAKERS OF SPAM:	
Spam	Page 15
LEVER BROTHERS COMPANY:	
<i>(See also Drugs; Laundry Soaps)</i>	
Spry	Page 19
PET MILK SALES CORPORATION:	
Pet Evaporated Milk	Page 21
THE PROCTER & GAMBLE COMPANY:	
<i>(See also Toilet Goods; Laundry Soaps)</i>	
Crisco	Page 23
PURITY BAKERIES SERVICE CORP.:	
Taystee Bread	Page 23
SEALTEST, INC.:	
Sealtest System	Page 25
STERLING PRODUCTS, INC.:	
Ironized Yeast	Page 25

● **LAUNDRY SOAPS & ACCESSORIES**

COLGATE-PALMOLIVE-PEET COMPANY:	
<i>(See also Toilet Goods)</i>	
Concentrated Super Suds, Octagon Products	Page 9

CORN PRODUCTS SALES CO.:	
<i>(See also Foods)</i>	
Linit	Page 11
THE CUDAHY PACKING COMPANY:	
Old Dutch Cleanser	Page 11
FELS & COMPANY:	
Fels Naptha Soap	Page 11
GENERAL FOODS CORPORATION:	
<i>(See also Foods)</i>	
La France, Satina	Page 13
LEVER BROTHERS COMPANY:	
<i>(See also Drugs; Foods)</i>	
Rinso	Pages 17, 19
THE PROCTER & GAMBLE COMPANY:	
<i>(See also Toilet Goods; Foods)</i>	
Ivory, Oxydol, Chipso	Pages 21, 23

● **LUBRICANTS**

AMERICAN OIL COMPANY:	
Amoco-Gas, Orange American Gas	Page 3
ETHYL GASOLINE CORPORATION:	
"Ethyl" Gasoline	Page 11
GULF OIL CORPORATION:	
Motor Oil and Gas	Page 15
THE PURE OIL COMPANY:	
Petroleum Products	Page 23
RIO GRANDE OIL, INC.:	
Petroleum Products	Page 29
TEXAS COMPANY:	
Texaco Products	Page 25
UNION OIL COMPANY:	
Union 76 Gasoline, Triton Motor Oil	Page 27

● **MISCELLANEOUS**

COLUMBIA RECORDING CORPORATION:	
Columbia Records	Page 9
INTERNATIONAL SILVER COMPANY:	
International Sterling and 1847 Rogers Bros. Silverplate	Page 17
PERSONAL FINANCE COMPANY:	
Personal Loan Service	Page 19
PRUDENTIAL INSURANCE COMPANY OF AMERICA	
Insurance Services	Page 23

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosmet Louis Philippe
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

ie Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample Hummert, Inc.	317 Weeks
ie Human Side of the News, Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 42 CBS stations ORIGINATES: WARC	The Joseph Katz Company	74 Weeks
our Hit Parade Mark Warnow's Orchestra, erry Wood, Bea Wain, Orrin cker's Orchestra, Bonnie Baker, t Paraders Chorus <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 100 CBS stations ORIGINATES: WABC	Lord & Thomas	192 Weeks
en Bernie and All the Lads th Lew Lehr, Buddy Clark, ary Small, Manny Prager d the Bailey Sisters <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 53 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
ur Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 33 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	153 Weeks
cond Husband th Helen Menken, presented the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	373 Weeks

The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

BOWEY'S, INC.	Dari-Rich Products
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CALIFORNIA FRUIT GROWERS EXCHANGE	Sunkist Oranges Sunkist Lemons
CAMPANA SALES COMPANY	Campana Hand Cream Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice

News and Rhythm with Todd Hunter, reporter; Dave Bacal, instrumentalist, and Carl Hohengarten's Orchestra <i>Talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 33 CBS stations ORIGINATES: WBBM	Sorensen & Company	31 Weeks
Paul Sullivan Reviews the News <i>News</i>	Sun. thru Fri. 11:00-11:15 p.m. <i>Rebroadcasts</i> 12:00-12:15 a.m. 1:00-1:15 a.m. 38 CBS stations ORIGINATES: WHAS	Batten, Barton, Durstine & Osborn, Inc.	39 Weeks
Sunkist Presents Hedda Hopper's Hollywood <i>Film news and interviews</i>	Mon., Wed., Fri. 6:15-6:30 p.m. 28 CBS stations ORIGINATES: KNX	Lord & Thomas	35 Weeks
First Nighter with Barbara Luddy and Les Tremayne <i>Drama at the "Little Theatre off Times Square"</i>	Friday 9:30-10:00 p.m. 25 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	101 Weeks
Grand Hotel <i>Original two-act plays</i>	Sunday 1:35-2:00 p.m. 31 CBS stations ORIGINATES: WBBM		
Campbell Playhouse Orson Welles, director, and guest stars <i>Drama</i>	Sunday 8:00-8:55 p.m. <i>Rebroadcast</i> 10:00-11:00 p.m. 70 CBS stations 14 CBC stations ORIGINATES: KNX	Ward Wheelock Company	265 Weeks

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CAMPBELL SOUP COMPANY <i>Continued</i>	Campbell's Soups Franco-American Spaghetti
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED	Vaseline Preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave

mos 'n' Andy <i>Serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 58 CBS stations ORIGINATES: KNX	Ward Wheelock Company	265 Weeks
renda Curtis <i>Dramatic serial</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 56 CBS stations ORIGINATES: WABC		
unny Ross <i>Songs</i>	Mon., Wed., Fri. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 52 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
r. Christian ith Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX	McCann-Erickson, Inc.	60 Weeks
ajor Bowes' iginal Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	200 Weeks
olgate Ask-It Basket th Jim McWilliams <i>Variety quiz program</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 62 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	203 Weeks
range As It Seems <i>Dramatizations of unusual facts</i>	Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC		

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Cue Liquid Dentifrice
	Cashmere Bouquet Products Halo
	Octagon Products
	Concentrated Super Suds Super Suds
	Palmolive Soap
	Colgate Tooth Powder
COLUMBIA RECORDING CORPORATION	Columbia Records

Long Busters <i>Police-file dramatizations</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 63 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	203 Weeks
Wayne King's Orchestra with Buddy Clark, baritone <i>Popular music</i>	Saturday 8:30-8:55 p.m. 65 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc. Lord & Thomas, Toronto	
Woman of Courage <i>Serial drama</i>	Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
Myrt and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 78 CBS stations ORIGINATES: WABC		
Milltop House starring Bess Johnson <i>Serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 78 CBS stations ORIGINATES: WABC		
Stepmother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 38 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	
Young Man With A Band guest orchestra, with an Seymour, MC <i>Music and comments</i>	Friday 10:30-11:00 p.m. 32 CBS stations ORIGINATES: WABC	No Agency (CBS Subsidiary)	15 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake Wonder Bread
CORN PRODUCTS SALES COMPANY	Kre-Mel Dessert Linit
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
DOUBLEMINT GUM	Doublemint Gum
ETHYL GASOLINE CORPORATION	"Ethyl" Gasoline
FELS & COMPANY	Fels Naptha Soap

PROGRAM	TIME	AGENCY	WEEKS
Pretty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 45 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	250 Weeks
Key Blazers with Col. Roscoe Turner, MC <i>Dramatizations</i>	Saturday 7:30-8:00 p.m. 48 CBS stations ORIGINATES: WABC		
Society Girl with Charlotte Manson and Jackie Coogan <i>Dramatic serial</i>	Mon. thru Fri. 3:15-3:30 p.m. 46 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	262 Weeks
Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunningham, Inc.	262 Weeks
Melody Ranch with Gene Autry <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: WABC	J. Walter Thompson Company	394 Weeks
 Tune-Up Time starring Tony Martin, Andre Kostelanetz's Orchestra, and chorus <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	47 Weeks
obby Lobby with Dave Elman, Harry Salter's Orchestra and guests <i>Interviews and music</i>	Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 57 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	134 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

FORD MOTOR COMPANY

Ford
Lincoln
Lincoln Zephyr
Mercury

GENERAL FOODS CORPORATION

Grape Nuts

Sanka

Diamond Crystal Salt
Calumet Baking Powder
Swans Down Cake Flour

Calumet Baking Powder
Swans Down Cake Flour

La France
Satina
Minute Tapioca

Postum

1965-66	1964-65	1963-64	1962-63
Sunday Evening Hour Ford Symphony Orchestra and Chorus, with Fritz Reiner, guest conductor, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	301 Weeks
Kate Smith Hour with the Group Theater, Abbott and Costello, Parker Fennelly and Arthur Allen in "Snow Village Sketches," Ted Collins, Jack Miller and His Orchestra, and guests <i>Music, comedy, and drama</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 78 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	254 Weeks
We, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 75 CBS stations ORIGINATES: WABC		
Kate Smith Speaks <i>Talks and interviews</i>	Mon. thru Fri. 12:00-12:15 p.m. 66 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc. Young & Rubicam, Inc.	
My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m. 67 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
Joyce Jordan, Girl Intern <i>Serial drama</i>	Mon. thru Fri. 3:00-3:15 p.m. 53 CBS stations ORIGINATES: WABC		
Lum and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: KNX		

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

SPONSOR	PROGRAMS
GENERAL MILLS, INC.	Wheaties Corn Kix
GILLETTE SAFETY RAZOR CO.	Gillette Products
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"
GEORGE A. HORMEL & COMPANY, MAKERS OF SPAM	Spam

by Kathleen Norris <i>Dramatization of novels</i>	Mon. thru Fri. 5:00-5:15 p.m. 31 CBS stations ORIGINATES: WABC	Knox Reeves Advertising, Inc.	474 Weeks
Billy and Betty <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Orange Bowl Game described by Ted Husing	Mon., Jan. 1 2:00-4:30 p.m. 77 CBS stations ORIGINATES: WQAM	Maxon, Inc.	52 Weeks
Green Guild Theatre with Roger Pryor, MC, reen stars as guests, nd Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. 64 CBS stations ORIGINATES: KXX	Young & Rubicam, Inc.	308 Weeks
Al Pearce and His Gang with Billy House, Arlene Harris, Marie and Her Merry Men, Don Reid, enor, and Carl Hoff's orchestra <i>Music and comedy</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: KXX	N. W. Ayer & Son, Inc.	51 Weeks
What Happened in Hollywood with Martha Mears, John Conte, uest stars, and Eddie Dunstedter's Orchestra <i>Musical variety</i>	Mon. thru Fri. 5:30-5:45 p.m. 37 CBS stations ORIGINATES: KXX	Batten, Barton, Durstine & Osborn, Inc.	124 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

SPONSOR	PROGRAMS
INTERNATIONAL SILVER COMPANY	International Sterling and 1847 Rogers Bros. Silverplate
LADY ESTHER COMPANY	Cosmetics
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORPORATION	Hind's Honey and Almond Cre
LEVER BROTHERS COMPANY	Rinso
	Lux Toilet Soap

Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars <i>Drama</i>	Sunday 6:00-6:30 p.m. 53 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	95 Weeks
Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 50 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	317 Weeks
Grand Central Station <i>Dramatic programs</i>	Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	131 Weeks
Burns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Truman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	216 Weeks
Big Town starring Edward G. Robinson with Ona Munson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 69 CBS stations 26 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	173 Weeks
Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i>	Monday 9:00-10:00 p.m. 63 CBS stations 26 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

LEVER BROTHERS COMPANY	Rinso
<i>Continued</i>	Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NOXZEMA CHEMICAL COMPANY	Noxzema Greaseless Cream
PENN TOBACCO COMPANY	"Kentucky Club" Pipe Tobacco
PERSONAL FINANCE COMPANY	Personal Loan Service

Big Sister with Alice Frost and Martin Gabel <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	173 Weeks
Count Jenny's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 64 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
Glenn Miller and His Orchestra with the Andrews Sisters, Marion Hutton, Ray Eberly	Tues., Wed., Thurs. 10:00-10:15 p.m. 96 CBS stations ORIGINATES: WABC	Newell-Emmett Co., Inc.	366 Weeks
Bob Trout <i>News</i> (This series ends January 5)	Mon., Wed., Fri. 3:30-3:35 p.m. 38 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	60 Weeks
Box Pop arks and Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 53 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	13 Weeks
Doc Barclay's Daughters <i>Serial drama</i> (This series ends January 19)	Mon. thru Fri. 2:00-2:15 p.m. 29 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	113 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

PET MILK SALES CORPORATION

Pet Evaporated Milk

PHILIP MORRIS & COMPANY, LTD.

Philip Morris Cigarettes

THE PROCTER & GAMBLE COMPANY

**Teel
Drene**

Oxydol

Ivory

cal
Mar
mo
and
Pro
v

Ma
n
A

h
S
Be
Swi
M

Pro

The

Ma

S

21

Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:45-10:15 p.m. 54 CBS stations ORIGINATES: WABC	Gardner Advertising Company	322 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Drama- tized "Perfect Crime," Floyd Sher- man, Roger Kinney, Genevieve Rowe, Beverly, Glenn Cross, Ray Bloch's wing 14 <i>Musical variety and dramatic interludes</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 80 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	174 Weeks
Professor Quiz With Bob Trout <i>Questions and Answers</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 54 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	266 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	

*The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

THE PROCTER & GAMBLE CO.

Continued

Crisco

Chipso
Oxydol

Chipso

Drene

PRUDENTIAL INSURANCE COMPANY OF AMERICA

Insurance Services

THE PURE OIL COMPANY

Petroleum Products

PURITY BAKERIES SERVICE CORP.

Taystee Bread

This Day Is Ours <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m. 47 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	266 Weeks
Road of Life <i>Serial Drama</i>	Mon. thru Fri. 1:45-2:00 p.m. 36 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc. Blackett-Sample-Hummert, Inc.	
Manhattan Mother <i>Serial Drama</i>	Mon. thru Fri. 4:30-4:45 p.m. 9 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	
Jimmie Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 62 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 50 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	32 Weeks
Kaltenborn Edits The News <i>News Analysis</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 35 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	36 Weeks
Smilin' Ed McConnell <i>Songs and talks</i>	Mon. thru Fri. 4:45-5:00 p.m. 17 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	40 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
SPEARMINT GUM	Spearmint Gum
STERLING PRODUCTS, INC.	Ironized Yeast
TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco

"Blondie" with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 93 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	340 Weeks
Your Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	36 Weeks
Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 73 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	394 Weeks
Court of Missing Heirs <i>Drama</i>	Tuesday 8:30-8:55 p.m. 61 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	373 Weeks
Texaco Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, Irene Noble, Ryan, James Wallington, and David Broekman's Orchestra; Drama with Broadway and Hollywood Stars, Burns Mantle, commentator <i>Variety and drama</i>	Wednesday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	134 Weeks
Model Minstrels with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 54 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	240 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

SPONSOR	PROGRAM
ALBERS BROS. MILLING CO.	Friskies Dog Food
AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
BATHASWEET CORPORATION	Bathasweet Products
MENNEN COMPANY	Mennen Shave Products
COLONIAL DAMES, INC.	Cosmetics
GENERAL MILLS, INC. (Sperry Flour Co.)	Wheaties
LOS ANGELES SOAP COMPANY	White King Soap Sierra Pine Toilet Soap
STEPHANO BROTHERS	"Marvels" Cigarettes
UNION OIL COMPANY	Union 76 Gasoline Triton Motor Oil

Adventures of Dr. Hunt <i>Dramatic series</i> Beginning January 14)	Sunday 2:30-2:45 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Co.	Starts Jan. 1
"Bob Garred Reporting" <i>News</i>	Mon., Wed., Thurs., Fri. 5:45-5:55 p.m. PST Tues., Thurs. 7:30-7:45 a.m. PST Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX	McCann-Erickson, Inc. H. M. Kiewetter Advertising Agency	15 Weeks 12 Weeks 57 Weeks
Return to Romance with Frank Graham <i>Episodes in lives of famous women</i>	Sunday 2:45-3:00 p.m. PST ORIGINATES: KNX	Glasser Advertising Agency	3 Weeks
My Children <i>Dramatic serial</i>	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	474 Weeks
Dealer in Dreams with Phil Stewart <i>Poetry and philosophy</i>	Mon. thru Fri. 5:30-5:45 p.m. PST ORIGINATES: KSFO	Raymond R. Morgan Co.	13 Weeks
Spelling Beeliner with Tom Breneman <i>Old-fashioned spelling bee</i>	Sunday 2:00-2:30 p.m. PST ORIGINATES: KNX		
"Sports Huddle" with Tom Breneman and Braven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:45-8:00 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	23 Weeks
"Union Oil Program" <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	13 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
CALIFORNIA
NETWORK**

RIO GRANDE OIL, INC.

Petroleum Products

**COLUMBIA
MIDWESTERN
NETWORK**

CHAMBERLAIN LABORATORIES, INC.

Chamberlain Lotion

GENERAL MILLS, INC.

Gold Medal Flour

WABC

ANNUAL MOTOR BOAT SHOW

Annual Motor Boat Show

J. W. BEARDSLEY SONS

Foods and Canned Foods

BOND STORES, INC.

Men's Clothing

LIGGETT DRUG COMPANY, INC.

Fountain Service

QUAKER OATS COMPANY

Aunt Jemima's Pancake Flour

BULOVA WATCH COMPANY

Bulova Watches

Calling All Cars <i>Police file dramatizations</i>	Saturday 6:00-6:30 p.m. PST ORIGINATES: KNX	Hixson-O'Donnell Advertising, Inc.	318 Weeks
Ramson Weeks' Orchestra <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	30 Weeks
Caroline's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	474 Weeks
Press News Beginning January 8)	Mon., Wed., Fri. Jan. 8, 10, 12 3:30-3:35 p.m.	Cowan & Dengler	Starts Jan. 8
The Morning Almanac featuring Phil Cook	Tues, Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	15 Weeks
	Mon. thru Sat. 7:15-7:30 a.m.		17 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m.		51 Weeks
	Tues. thru Sat. 8:30-8:45 a.m.	Sherman K. Ellis, Inc.	26 Weeks
Time Signals	Mon. thru Sun. 10 Times Daily	The Biow Company	539 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

KONDON MANUFACTURING COMPANY	Kondon's Nasal Jelly
KRUG BAKING COMPANY	Bakery Products Coffee
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO.	Rem, Rel
PATON CORPORATION	Yuban Coffee
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Rugs
OXO (U. S. A.), LTD.	Beef Cubes Meat Extracts
PEPSI-COLA COMPANY	Pepsi-Cola

Weather Reports	Mon., Wed., Fri. 6:59-7:00 a.m.	Addison Lewis & Associates	7 Weeks
Deliaide Hawley—Woman's Page of the Air <i>(beginning January 8)</i>	Mon., Wed., Fri. 8:45-9:00 a.m.	Elmer L. Cline	Starts Jan. 8
Richard Maxwell <i>Hymns and talks</i>	Mon., Wed., Fri. 3:45-4:00 p.m.	William Esty & Company, Inc.	66 Weeks
Early Evening News <i>with Paul Parks</i>	Tues., Thurs., Sat. 6:00-6:05 p.m.	The Joseph Katz Company	13 Weeks
	Mon., Wed., Fri. 6:00-6:05 p.m.	Campbell-Ewald of New York, Inc.	1 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	57 Weeks
Odd Side of the News <i>(Beginning January 30)</i>	Tues., Thurs., Sat. 8:25-8:30 a.m.	Presba, Fellers & Presba, Inc.	25 Weeks
Old Fashioned Favorites <i>Popular music</i>	Mon. thru Sat. 8:15-8:20 a.m.	Platt-Forbes, Inc.	3 Weeks
Have You Forgotten? <i>Popular music</i>	Mon. thru Sat. 8:20-8:25 a.m.	Newell-Emmett Company	4 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. PUBLIC AFFAIRS	Page 34
2. NEWS BROADCASTS	Page 35
3. SPECIAL EVENTS	Page 35
4. VARIETY	Page 36
5. DRAMATIC SERIES	Page 36
6. CHILDREN'S PROGRAMS	Page 37
7. EDUCATIONAL PROGRAMS	Page 38
8. SERIOUS MUSIC	Page 41
9. RELIGIOUS BROADCASTS	Page 44
10. PERSONALITIES	Page 45
11. LIGHT MUSIC	Page 46
CBS SHORT WAVE BROADCASTS	Page 47
ADDENDA: DECEMBER PROGRAMS	Page 49

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
Prime Minister Chamberlain 9:45-10:30 a.m. TUESDAY, JANUARY 9	Prime Minister Neville Chamberlain, who has recently returned from an inspection trip of the Western Front, reports to the British Empire on the progress and prospects of the war. CBS sets up microphones in the Mansion House, London, to transmit this address to America.
President's Message to Congress AT 1:00 p.m. WEDNESDAY, JANUARY 3	President Roosevelt's annual message to Congress is broadcast to the nation in its entirety by CBS. Bob Trout again introduces the President and covers the opening of the seventy-seventh session of Congress.
Jackson Day Dinner 10:00-10:30 p.m. MONDAY, JANUARY 8	President Roosevelt is heard in his politically significant address at the annual Jackson Day Dinner in Washington, one of the year's biggest events for the Democratic Party. He is presented by Postmaster General James A. Farley.
Lord Lothian 10:15-6:25 p.m. THURSDAY, JANUARY 4	An address by Lord Lothian, British ambassador to the United States, at a banquet of the Chicago Council on Foreign Relations, is broadcast over Columbia's nationwide network. Lord Lothian discusses war in Europe and British policy.
Dr. Weizmann 6:15-6:25 p.m. SATURDAY, JANUARY 6	Dr. Chaim Weizmann, president of the Jewish Agency for Palestine, pleads the cause of the Holy Land as a refuge for oppressed Jews in this broadcast from Washington, D. C.
Representative Ditter 10:45-11:00 p.m. SATURDAY, JANUARY 6	Representative J. William Ditter (R) of Pennsylvania discusses the national debt in a broadcast originating at the nation's capital.

CBS SUSTAINING PROGRAMS

NEWS BROADCASTS

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff reporters cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. The schedule:

European Broadcasts: Edward R. Murrow from London; William L. Shirer from Berlin; Eric Sevareid, Thomas Grandin from Paris; William L. White from Helsinki; Elmer Davis, Bob Trout from New York; Albert Warner from Washington: 8:00-8:15 a.m., 6:45-7:00 p.m., MONDAY THRU SATURDAY: 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.

News Summaries: 6:30 a.m., 6:00 p.m., 1:55 a.m., MONDAY THRU FRIDAY: also 3:30 p.m., TUESDAY AND THURSDAY: 6:30, 11:00 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY: 8:00, 11:00 a.m., 2:55 p.m., 1:55 a.m., SUNDAY.

News Analyses: H. V. Kaltenborn and Major G. F. Eliot, 6:30-6:45 p.m., TUESDAY AND THURSDAY: Elmer Davis, 8:55-9:00 p.m., MONDAY THRU SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

SPECIAL EVENTS

Pennsylvania University Bicentennial

10:30-11:00 p.m.
WEDNESDAY, JANUARY 17

Associate Justice Owen J. Roberts of the Supreme Court and Governor Arthur H. James of Pennsylvania head the list of speakers on the University of Pennsylvania bicentennial celebration broadcast. Dr. Thomas S. Gates, president of the University, will be heard during the broadcast.

St. Paul Winter Carnival

4:30-5:00 p.m.
SATURDAY, JANUARY 27

Columbia sets up microphones in St. Paul Minn., for a description of the village's well known annual winter carnival.

VARIETY

"The Pursuit of Happiness"

Approximately 4:30 p.m.

EACH SUNDAY

(Immediately following
Philharmonic Broadcast)

This unique, spirited series is dedicated to the brightness and happiness in America's way of life. Each week the program features distinguished guests, who are introduced by Burgess Meredith, permanent master of ceremonies and one of America's most brilliant and versatile young actors. Mark Warnow's orchestra and Lyn Murray's chorus furnish music for the program. Norman Corwin directs and Eric Barnouw writes the script. On January 7 the featured guest is Ruth Gordon. On January 14, Mr. Meredith and Lon Chaney, Jr., will present a scene from their new picture, "Of Mice and Men," and Bert Lahr and Ethel Merman will provide comedy and song.

Columbia Gay Nineties Revue

10:30-11:00 p.m.

EACH SATURDAY

Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties in this swift, picturesque variety show. Joe Howard, master of ceremonies and veteran song-writer, introduces soprano Genevieve Rowe, comedienne Beatrice Kay, and the sturdy slapstick comedy team, Latimer and Costello. Ray Bloch is the conductor and Al Rinker the producer.

DRAMATIC SERIES

Ellery Queen

10:00-11:00 p.m.

EACH SUNDAY

8:00-8:55 p.m.

BROADCAST TO WEST

The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of four guest "armchair detectives," drawn from the studio audience, who try to determine the identity of the culprit before the true solution is enacted. George Zachary is director and producer.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

Continued

Columbia Workshop

10:15-10:45 p.m.

EACH THURSDAY

BEGINNING JANUARY 11

The Columbia Workshop, shifting to a new time, presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. The Workshop continues to present original radio plays and operas as well as dramatizations of well-known books. Douglas Coulter, CBS assistant director of broadcasts, supervises production and direction of the plays and selection of the scripts.

CHILDREN'S PROGRAMS

"March of Games"

10:30-11:00 a.m.

EACH SUNDAY

Children who like asking questions and children who prefer answering them are given opportunity on this bi-weekly CBS program directed by Nila Mack. Questions submitted by youthful listeners are posed to four equally youthful contestants, and prizes awarded. Arthur Ross is schoolboy master-of-ceremonies and Sybil Trent, 11-year-old "Miss Drum Major" of the program.

"Let's Pretend"

12:30-1:00 p.m.

EACH SATURDAY

The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.

"So You Want To Be—"

4:30-4:45 p.m.

EACH THURSDAY

Successful persons in various professions are interviewed by a group of youngsters eager to follow in their footsteps. The program is presented by CBS in cooperation with *Young America* magazine.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROMDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Americans at Work

10:30-11:00 p.m.

THURSDAY, JANUARY 4

10:15-10:45 p.m.

EACH TUESDAY

BEGINNING JANUARY 9

CBS presents authentic accounts of many of the jobs which make up America's intricate industrial life. These programs are highlighted by colorful interviews of workers and craftsmen directly from laboratories, tunnels, shops, and offices all over the country. The schedule for January:

JANUARY 4: Map Maker

JANUARY 9: House Maid

JANUARY 16: Cabinet Maker

JANUARY 23: Citrus Grower

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems. Topics for January include: "The Congressional Issues of 1940," the removal of state trade barriers, present-day opportunities for women in business, and the crime problem.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

American School of the Air

9:15-9:45 a.m.

Rebroadcast

3:35-4:00 p.m.

MONDAY THRU FRIDAY

The American School of the Air, now in eleventh year, is heard regularly in 150,000 classrooms. The December schedule:

MONDAYS—*Frontiers of Democracy*

JANUARY 8: Racing to Feed a Nation.

JANUARY 15: Living on Wheels.

JANUARY 22: Steep Flight and Stratospheric Flying.

JANUARY 29: Progress—Who Benefits?

TUESDAYS—*Folk Music of America*

JANUARY 2: Nonsense and Animal Songs.

JANUARY 9: Square Dances.

JANUARY 16: Play Parties and Negro Reels.

JANUARY 23: British Ballads in America.

JANUARY 30: Love Songs.

WEDNESDAYS—*New Horizons*

JANUARY 3: Yankee Sailors Round Cape Horn.

JANUARY 10: Conquest of the Great Divide.

JANUARY 17: Boom Days in the Fur Trade.

JANUARY 24: Wonderland of the Sierras.

JANUARY 31: "Terror" in the Arctic Seas.

THURSDAYS—*Tales from Far and Near*

JANUARY 4: Grey Owl—"Sajo and the Beaver People."

JANUARY 11: Morse—"The Coconut Monkey."

JANUARY 18: Dr. Seuss—"The 500 Hats of Bartholomew Collins."

JANUARY 25: Dodge—"Hans Brinker."

FRIDAYS—*This Living World*

JANUARY 5: America's Foreign Trade.

JANUARY 12: Defending Our Shores.

JANUARY 19: Keeping Out of War.

JANUARY 26: Must We Defend Our Treaties?

EDUCATIONAL PROGRAMS

6:30-6:45 p.m. SATURDAY, JANUARY 6, 13, 20

What's Art to Me?

6:30-6:45 p.m.

SATURDAY, JANUARY 6, 13, 20

CBS joins the Museum of Modern Art in presenting this unusual series of drama, talks, quizzes, and interviews about contemporary art. Holger Cahill, as master of ceremonies, leads discussions of painting and motion pictures, sculpture and practical design.

Highways to Health

4:15-4:30 p.m.

EACH WEDNESDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. Scheduled for January 3 is an address by Dr. Bernard Glueck, physician in charge of Stony Lodge in Ossining, on "The Emotional Side of Good and Bad Health."

Adventures in Science

4:15-4:30 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc. On January 4, Mr. Davis is heard in a prognosis of scientific developments in 1940.

Men Behind the Stars

4:15-4:30 p.m.

EACH FRIDAY

Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.

Of Men and Books

4:15-4:30 p.m.

EACH TUESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.

Bull Session

4:00-4:30 p.m.

EACH SATURDAY

Students at a group of mid-western universities hold extemporaneous, informal discussions of important social and political problems.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

Which Way to Lasting Peace?

6:30-6:45 p.m.

EACH SATURDAY

BEGINNING JANUARY 27

This new series brings important phases of the problem of war and peace into public discussion, under the general supervision of Dr. James T. Shotwell, Professor of International Relations at Columbia University, who presides over each meeting.

Democracy in Action

2:00-2:30 p.m.

EACH SUNDAY

This unique series, presented by CBS in cooperation with the United States Office of Education, describes America's fight against economic insecurity in its current programs.

What Price America?

1:00-1:30 p.m.

EACH SATURDAY

These documentary programs, prepared by CBS and the Department of the Interior, dramatize America's effort to conserve natural resources.

Columbia's Country Journal

12:00-12:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly roundup of farm news and interviews distinguished agricultural authorities and leaders.

SERIOUS MUSIC

Cincinnati Conservatory

11:05 a.m.-12:00 noon

SATURDAY, JANUARY 6 AND 13

4:00-4:30 p.m.

MONDAY, JANUARY 29

The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra perform on the program. Alexander von Kreisler is regular conductor.

Curtis Institute of Music

1:00-4:30 p.m.

MONDAY, JANUARY 8 AND 15

10:30-11:00 p.m.

MONDAY, JANUARY 22 AND 29

The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh season on the Columbia network. Faculty members and students perform in a symphony orchestra and in several chamber music groups.

**SERIOUS
MUSIC**

Philharmonic and Symphony

Symphony (C)

New York Philharmonic-Symphony Orchestra

AT 3:00 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, is intermission commentator. Igor Stravinsky, eminent Russian composer-pianist, is guest conductor on January 7 in a program commemorating the centenary of Tschai-kowsky's birth. From Carnegie Hall:

JANUARY 7: All *Tschai-kowsky*: Symphony No. 2, in C minor; Violin Concerto in D major, ERICA MORINI, soloist; "Nutcracker" Suite.

New York Philharmonic Young People's Concerts

11:05 a.m.-12:15 p.m.

SATURDAY, JANUARY 20

3:45-4:30 p.m.

MONDAY, JANUARY 22

Rudolph Ganz conducts the Philharmonic-Symphony Orchestra in the third of a series of Saturday morning concerts especially prepared for young people. A supplementary concert, added to accommodate the overflow audience of the popular series, is heard Monday afternoon, January 22.

Library of Congress Concert

3:00-4:00 p.m.

SATURDAY, JANUARY 20

Adolf Busch, violinist, and Rudolf Serkin, pianist, are heard in selections by Max Reger and Robert Schumann in a special Columbia broadcast from Washington.

Indianapolis Symphony Orchestra

10:30-11:00 p.m.

EACH WEDNESDAY

The Indianapolis Symphony Orchestra, under the direction of Fabien Sevitsky, continues its series of Wednesday evening broadcasts over the Columbia network.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM	DESCRIPTION
New England Conservatory 10:05 a.m.-12:00 noon SATURDAY, JANUARY 27	The New England Conservatory of Music Symphony Orchestra is heard in a Saturday program of classical selections. Wallace Goodyrich regularly conducts its concerts.
Vera Brodsky 3:35-4:00 p.m. EACH SATURDAY	Vera Brodsky, internationally famous concert and radio pianist, strives for the exception in material in this new series of Saturday afternoon piano recitals.
Columbia Concert Orchestra 5:00-5:30 p.m. EACH SATURDAY	The Columbia Concert Orchestra, under the direction of Howard Barlow, continues to present its series of varied selections from classical and serious modern composers.
Columbia Concert Hall 10:30-11:00 p.m. MONDAY, JANUARY 1 AND 15	Columbia's Concert Hall features outstanding musicians in varied programs of serious music. On New Year's Day, Muriel Kerr appears in the program in a piano recital.
Salt Lake City Tabernacle Choir 12:30-1:00 p.m. EACH SUNDAY	This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums, the Salt Lake City Tabernacle. Frank Asper Tabernacle organist accompanies the choir.
Greenfield Village Chapel 8:15-9:00 a.m. EACH WEDNESDAY	This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. Services are conducted by representatives of the major faiths, and the speakers include clergymen from every section of the United States. The schedule for January:

JANUARY 7: Morning—Rev. Samuel Macaulay Lindsay, Brookline Baptist Church, Boston.

Afternoon—Most Rev. James Hugh Ryan, Bishop of Omaha, Nebraska.

JANUARY 14: Morning—Rev. Richard L. Shipley, D.D., editor, the Methodist Protestant-Recorder, Baltimore.

Afternoon—Rev. Harry C. Graham, O.P., national director, Holy Name Societies, New York City.

JANUARY 21: Morning—Dr. Monroe G. Everett, D.D., director, Westminster Foundation, Philadelphia.

Afternoon—Rabbi Rudolph M. Rosenthal, Temple on the Heights, Cleveland Heights, O.

JANUARY 28: Morning—Dr. T. O. Burntvedt, president, Lutheran Free Church, Augsburg Seminary, Minneapolis.

Afternoon—Dr. Frederick M. Smith, president, Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

Continued

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spiritual is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

JANUARY 7: Judge Armand Scott, Municipal Court, Washington, D. C. (9:15-10:00 a.m.)

JANUARY 14: Mrs. Addie W. Dickerson, president, International Council of Women of Darker Races, Philadelphia.

JANUARY 21: Professor Francis M. Wood, director of Colored Schools, Baltimore.

JANUARY 28: Rev. P. S. Wilkinsen, chairman, Education Board, National Baptist Conventions, San Antonio.

PERSONALITIES

"Uncle Jonathan"

3:35-3:45 p.m.

MONDAY THRU FRIDAY

Uncle Jonathan, editor of the Bottsville Bug, orates and theorizes from BBNF, key station of the mythical Alfalfa Network.

Major Bowes' Capitol Family

11:30 a.m.-12:30 p.m.

EACH SUNDAY

Major Bowes' Capitol Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo—orchestra—present a spirited musical program each Sunday.

Richard Maxwell

9:00-9:15 a.m., SATURDAY

3:45-4:00 p.m.

MONDAY THRU FRIDAY

Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy on week-day afternoons and Saturday mornings.

Outdoors with Bob Edge

9:15-9:30 a.m.

EACH SUNDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts each Sunday.

LIGHT MUSIC

Concert in Rhythm 9:30-10:00 p.m. EACH TUESDAY	Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Nan Wynn, popular CBS soloist, in its January schedule. Ed Cashman produces these weekly concerts.																		
CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: <table data-bbox="768 809 1225 883"> <tr> <td>Hubert Hendrie</td><td>Genevieve Rowe</td></tr> <tr> <td>Michael Loring</td><td>Nan Wynn</td></tr> </table>	Hubert Hendrie	Genevieve Rowe	Michael Loring	Nan Wynn														
Hubert Hendrie	Genevieve Rowe																		
Michael Loring	Nan Wynn																		
Golden Gate Jubilee Singers, Four Clubmen VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.																		
Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for January: <table data-bbox="768 1297 1225 1629"> <tr> <td>Louis Armstrong</td><td>Sammy Kaye</td></tr> <tr> <td>Mitchell Ayres</td><td>Vincent Lopez</td></tr> <tr> <td>Richard Bono</td><td>Carl Lorch</td></tr> <tr> <td>Bob Chester</td><td>Leighton Noble</td></tr> <tr> <td>Bob Crosby</td><td>Harry Owens</td></tr> <tr> <td>Eddie Duchin</td><td>Pinky Tomlin</td></tr> <tr> <td>Ted Fiorito</td><td>Tommy Tucker</td></tr> <tr> <td>Everett Hoagland</td><td>Lawrence Welk</td></tr> <tr> <td colspan="2">Paul Whiteman</td></tr> </table>	Louis Armstrong	Sammy Kaye	Mitchell Ayres	Vincent Lopez	Richard Bono	Carl Lorch	Bob Chester	Leighton Noble	Bob Crosby	Harry Owens	Eddie Duchin	Pinky Tomlin	Ted Fiorito	Tommy Tucker	Everett Hoagland	Lawrence Welk	Paul Whiteman	
Louis Armstrong	Sammy Kaye																		
Mitchell Ayres	Vincent Lopez																		
Richard Bono	Carl Lorch																		
Bob Chester	Leighton Noble																		
Bob Crosby	Harry Owens																		
Eddie Duchin	Pinky Tomlin																		
Ted Fiorito	Tommy Tucker																		
Everett Hoagland	Lawrence Welk																		
Paul Whiteman																			

CBS SHORT WAVE PROGRAMS

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave station WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners, as well as selected programs heard regularly over the network. The present schedule includes 63½ hours of short-wave broadcasts each week to Europe and 45½ to South America.

SPECIAL CBS BROADCASTS TO EUROPE

News Broadcasts

1:30-1:45 p.m.

5:00-5:50 p.m.

5:50-6:00 p.m.

MONDAY THRU FRIDAY

11:00 a.m.-12 noon

SATURDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available on the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange prices and closing prices.

Hollywood News

MONDAY, 2:30-2:45 p.m.

TUESDAY, 8:15-8:30 p.m.

THURSDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Spanish, and Portuguese respectively. Information for the program is furnished by many producing companies.

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

News in Spanish

6:45-7:00 p.m.

MONDAY THRU SUNDAY

This program of world-wide news events is broadcast in Spanish. Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, and Saturday and Sunday by Americo Lugo-Romero.

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

**TYPICAL CBS
PROGRAMS TO
EUROPE AND
SOUTH AMERICA**

Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30-7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.
Women's Program in Spanish 9:30-9:45 p.m. EACH TUESDAY AND THURSDAY	Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.
Cultural News in Spanish 8:15-8:30 p.m. EACH WEDNESDAY	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.
New York Philharmonic Symphony Orchestra SUNDAY AT 3:00 p.m.	The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America and to Europe.
Other Program Highlights VARIOUS HOURS MONDAY THRU SUNDAY	<i>To Europe:</i> SUNDAYS: Democracy in Action; MONDAYS: American School of the Air, Adventures in Science, Americans at Work (recorded rebroadcast); WEDNESDAYS: Bob Crosby's Orchestra (recorded rebroadcast). <i>To South America:</i> DAILY: Elmer Davis and European News Broadcasts; MONDAY THRU FRIDAY: H. V. Kaltenborn; SUNDAYS: Sunday Evening Hour; MONDAYS: Columbia Concert Hall; WEDNESDAYS: Columbia Concert Hall, Burns and Allen, Star Theatre; THURSDAYS: Kate Smith Hour; SATURDAYS: Your Hit Parade.

DECEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of December programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

DECEMBER 6: Miss Anne Morgan, daughter of the late J. Pierpont Morgan and head of the American Friends of France, described the efforts of that organization to alleviate suffering of French civilians, 3:35-3:45 p.m.

DECEMBER 6: Charles Hook, chairman of the board of the National Association of Manufacturers, spoke over CBS in connection with the 44th annual Congress of American Industry, then in session in New York City, 6:15-6:30 p.m.

DECEMBER 12: Walter D. Fuller, president of the Curtis Publishing Company, probed into the problem of hidden taxes in an address over the Columbia network. The talk was part of the "What Helps Business, Helps You" campaign, 6:15-6:30 p.m.

DECEMBER 14: Senator Joseph C. O'Mahoney (D) of Wyoming, chairman of the Temporary National Economic Committee, discussed the preservation of free enterprise over the Columbia network, 3:35-3:45 p.m.

DECEMBER 14: Columbia presented eyewitness reports of the scuttling of the Graf

Spee in a special broadcast from Montevideo, Uruguay, 6:30-6:45 p.m.

DECEMBER 15: Commodore Adolf Ahrens, skipper of the Bremen, described that ship's circuitous flight from New York to Germany, and its success in eluding British cruisers in the Atlantic, in a special Columbia broadcast from Germany, 6:45-7 p.m.

DECEMBER 15: Interviews with British officers, released in Uruguay after the scuttling of the Graf Spee, featured another CBS broadcast from Montevideo, 12-12:15 a.m.

DECEMBER 18: Winston Churchill, Britain's First Lord of the Admiralty, delivered his report on the Battle of the River Plata (official designation for the Graf Spee incident) from London, 4:15-4:30 p.m.

DECEMBER 19: Secretary of War Harry H. Woodring joined in the cause of world-wide Moral Re-Armament with a radio address on national security, 10:15-11 p.m.

DECEMBER 23: Representative Clarence F. Lea (R) of California spoke over a nationwide CBS network under the auspices of the American Good Government Society, 10:45-11 p.m.

SPECIAL EVENTS

DECEMBER 8: Elsa Schiaparelli, eminent French fashion designer, described the influence of blackouts and drills on Parisian fashions in a special Columbia broadcast, 4:15-4:30 p.m.

DECEMBER 9: Eduice Shapiro was heard in a violin recital from the studios of WKBW, Buffalo, 3-3:15 p.m.

DECEMBER 15: Dr. James E. West, chief scout executive, and Dr. E. K. Fretwell, professor of education at Teachers College, key-noted "Boys' Life Week" in a CBS broadcast under the auspices of the Boy Scouts of America, 4-4:15 p.m.

DECEMBER 16: The Committee for Celebration of the President's Birthday presented four noted speakers in an appeal for funds for the scientific fight against infantile paralysis. Speakers were Keith Morgan, committee national chairman, Kate Smith, Bill Cornin, and Bob Trout, 10:45-11 p.m.

DECEMBER 16: Al Jolson and other motion picture stars joined in a gala radio celebration of the opening of the Arrowhead Springs Hotel in Palm Springs, 11:05-11:30 p.m.

DECEMBER 23: Catholic, Protestant and Jewish representatives of the National Conference of Christians and Jews participated in a roundtable discussion of "The Meaning of Good Will at Christmastime" over the Columbia network. Speakers were the Rev. Vincent Donovan, O.P., Director of the Catholic Thought Association of New York; Dr. Charles Shulman, Rabbi of the North Shore Congregation Israel, Glencoe, Illinois, and Bishop Francis J. McConnell of the Methodist Church, 1:45-2 p.m.

DECEMBER 24: Lanny Ross joined French, Russian, and English choral groups in a special Christmas Eve broadcast from a unique service at the Washington Square Methodist Episcopal Church in New York, 11:15-11:45 p.m.

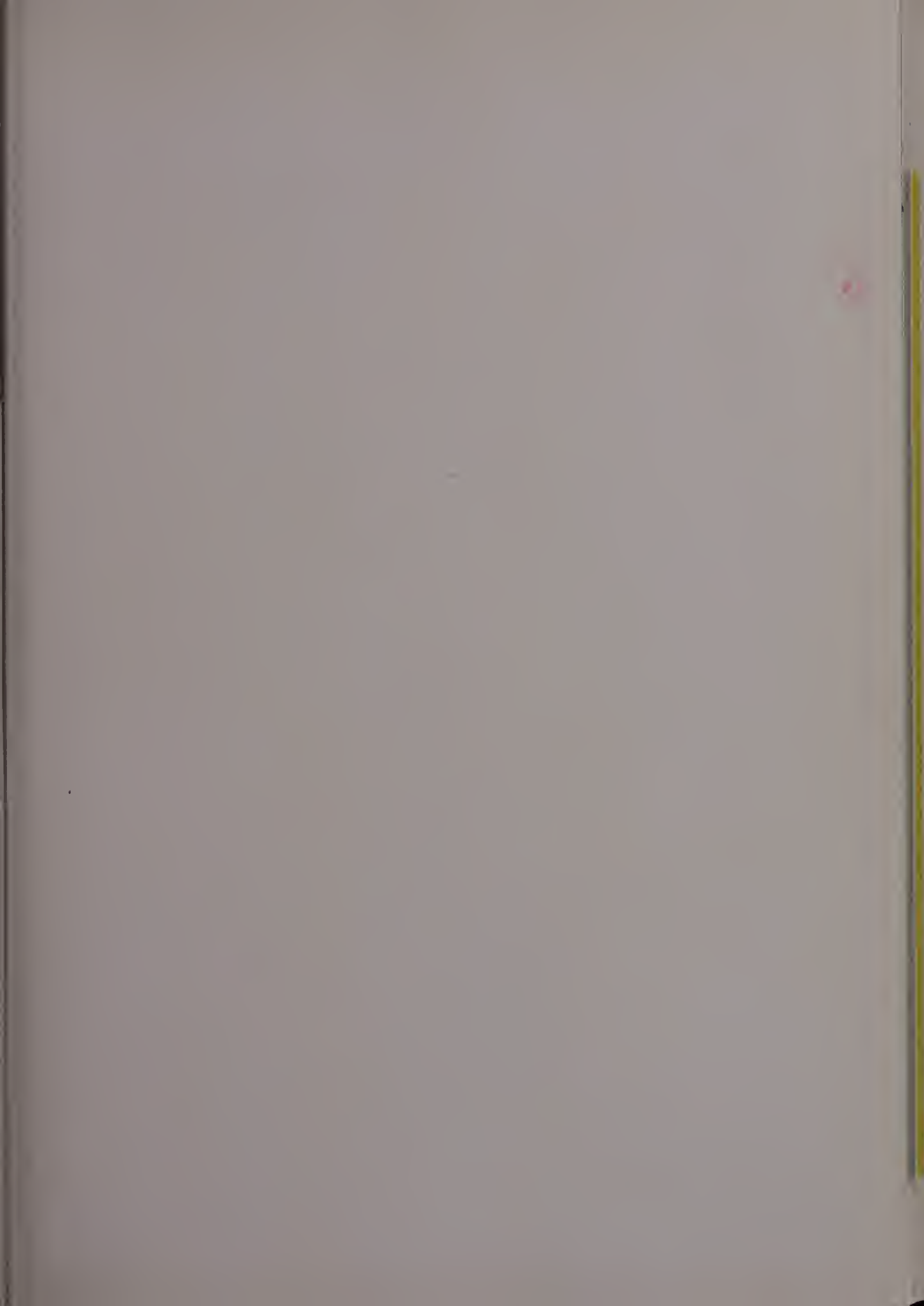
DECEMBER 24: Three great carillons, including the world's largest such chimes instrument, were played on Christmas Eve from Chicago, Springfield, Mass., and New York as part of Columbia's Christmas Caravan, 11:45-12 p.m.

DECEMBER 26: Archibald MacLeish, Librarian of Congress and Pulitzer Prize winning poet, reviewed plans for the 1940 American observance of the 500th anniversary of the Gutenberg press, 4:30-4:45 p.m.

DECEMBER 26 AND 29: Dr. Wesley C. Mitchell and Dr. Walter D. Cannon, retiring and new president of the American Association for the Advancement of Science respectively, were heard in a preview of the organization's 105th meeting on December 26 (6:15-6:30 p.m.). A second broadcast from the one-week session was heard December 29, when Dr. F. R. Moulton, astronomer, and Waton Davis, director of Science Service, interviewed leading scientists, 4-4:15 p.m.

DECEMBER 28 AND 30: Ted Husing, assisted by Jimmy Dolan, previewed the Orange Bowl football classic between Georgia Tech and the University of Missouri in two broadcasts from Miami. Mayor E. G. Sewell of Miami and Bill Alexander, Tech coach, were interviewed on the December 28 program (6:15-6:30 p.m.), while the second preview was described from the stadium, as one of the elevens worked out, 3:15-3:30 p.m.





NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 435 Madison Avenue, New York • 132 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building, St. Louis • Hotel Alms, Cincinnati • 625 Second Avenue, South Minneapolis • Wilder Building, Charlotte, N. C. • 317 Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

Columbia Program Book

FEBRUARY • 1940



The "Armchair Detectives"

Nikki

Ellery Queen

A nation full of "armchair detectives" (and five in the studio) try to beat Ellery Queen to the solution of a CBS mystery drama each Sunday. See Page 37.



FEBRUARY, 1940

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 29

WABC SPONSORED PROGRAMS: pp. 29 to 32

CBS SUSTAINING PROGRAMS: pp. 33 to 48

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto.
Chrysler motor cars Page 7

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr.
Mercury Page 13

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco . . . Page 3

AXTON-FISHER TOBACCO COMPANY:
Twenty Grand Cigarettes Page 27

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 5

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 19

PENN TOBACCO COMPANY:
"Kentucky Club" Pipe Tobacco . . Page 19

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 21

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 25

STEPHANO BROTHERS:
"Marvels" Cigarettes Page 27

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco Page 25

● CONFECTIONERY

DOUBLEMINT GUM:
Doublemint Gum Page 11

SPEARMINT GUM
Spearmint Gum Page 25

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe Page 3

ANACIN COMPANY:
Anacin Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 27

BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D., Hand Cream . . . Page 5

CHAMBERLAIN LABORATORIES, INC.:
Chamberlain Lotion Page 29

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 7

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave Page 7

Cue Liquid Dentifrice Page 9

Cashmere Bouquet Products,
Halo, Palmolive Soap,
Colgate Tooth Powder Page 9

COLONIAL DAMES, INC.:
Cosmetics Page 27

LADY ESTHER LTD.:
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish . . Page 17

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 17

LEHN & FINK PRODUCTS CORP.:
Hind's Honey & Almond Cream . . Page 17

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap Page 19

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Toilet Soap Page 27

MENNEN COMPANY:
Mennen Shave Products Page 27

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory Pages 21, 23

● FOODS & BEVERAGES

ALBERS BROS. MILLING CO.:
Friskies Dog Food Page 27

BOWEY'S, INC.:
Dari-Rich Products Page 5

CALIFORNIA FRUIT GROWERS EXCHANGE:
Sunkist Oranges, Lemons Page 5

CAMPBELL SOUP COMPANY:

Campbell's Soups,
Beans, and Tomato Juice . . . Pages 5, 7
Franco-American Spaghetti . . . Page 7

CONTINENTAL BAKING COMPANY, INC.:

Wonder Bread, Hostess Cake . . . Page 11

CORN PRODUCTS SALES CO.:

(See also Laundry Soaps)

Kre-Mel Dessert, Mazola Salad &
Cooking Oil, Karo Table Syrup,
Argo Corn Starch for Puddings . Page 11

GENERAL FOODS CORPORATION:

(See also Laundry Soaps)

Grape Nuts Page 13

Sanka, Diamond Crystal Salt, Calumet
Baking Powder, Swansdown Cake
Flour, Minute Tapioca, Postum . Page 13, 15

GENERAL MILLS, INC.:

Wheathearts, Corn Kix . . . Pages 15, 27
Gold Medal Flour Page 29

HAWAIIAN PINEAPPLE COMPANY:

"Dole" Pineapple Juice, "Gems" . Page 15

GEO. A. HORMEL & COMPANY,

MAKERS OF SPAM:

Spam Page 17

LEVER BROTHERS COMPANY:

(See also Drugs; Laundry Soaps)

Spry Page 19

NEHI CORPORATION:

Royal Crown Cola Page 19

PET MILK SALES CORPORATION:

Pet Evaporated Milk Page 21

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Laundry Soaps)

Crisco Page 23

PURITY BAKERIES SERVICE CORP.:

Taystee Bread Page 23

SEALTEST, INC.:

Sealtest System Page 25

STERLING PRODUCTS, INC.:

Ironized Yeast Page 25

● **LAUNDRY SOAPS & ACCESSORIES**

COLGATE-PALMOLIVE-PET COMPANY:

(See also Toilet Goods)

Concentrated Super Suds,
Octagon Products Page 9

CORN PRODUCTS SALES CO.:

(See also Foods)

Linit Page 11

THE CUDAHY PACKING COMPANY:

Old Dutch Cleanser Page 11

FELS & COMPANY:

Fels Naptha Soap Page 13

GENERAL FOODS CORPORATION:

(See also Foods)

La France, Satina Page 15

LEVER BROTHERS COMPANY:

(See also Drugs; Foods)

Rinso Page 17, 19

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Foods)

Ivory, Oxydol, Chipso . . . Pages 21, 23

● **LUBRICANTS**

AMERICAN OIL COMPANY:

Amoco-Gas, Orange American Gas Page 3

ETHYL GASOLINE CORPORATION:

"Ethyl" Gasoline Page 11

GULF OIL CORPORATION:

Motor Oil and Gas Page 15

THE PURE OIL COMPANY:

Petroleum Products Page 23

RIO GRANDE OIL, INC.:

Petroleum Products Page 29

TEXAS COMPANY:

"Texaco" Products Page 25

UNION OIL COMPANY:

Union 76 Gasoline, Triton
Motor Oil Page 27

● **MISCELLANEOUS**

COLUMBIA RECORDING CORPORATION:

Columbia Records Page 9

INTERNATIONAL SILVER COMPANY:

International Sterling and
1847 Rogers Bros. Silverplate . . Page 17

NATIONAL LEAD COMPANY:

Dutch Boy Paints Page 27

PRUDENTIAL INSURANCE COMPANY

OF AMERICA

Insurance Services Page 23

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cos Louis Philippe
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS*
Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample Hummert, Inc.	364 Weeks
Human Side of the News, Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 46 CBS stations ORIGINATES: WABC	The Joseph Katz Company	79 Weeks
Hit Parade Mark Warnow's Orchestra, Gerry Wood, Bea Wain, Orrin Walker's Orchestra, Bonnie Baker, Paraders Chorus <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 101 CBS stations ORIGINATES: WABC	Lord & Thomas	195 Weeks
Bernie and All the Lads Lew Lehr, Buddy Clark, Gerry Small and the Bailey Sisters <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 53 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 34 CBS stations ORIGINATES: WABC	Blackett-Sample Hummert, Inc.	148 Weeks
Second Husband Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC	Blackett-Sample Hummert, Inc.	226 Weeks

The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
BOWEY'S, INC.	Dari-Rich Products
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CALIFORNIA FRUIT GROWERS EXCHANGE	Sunkist Oranges Sunkist Lemons
CAMPANA SALES COMPANY	Campana Hand Cream Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice Campbell's Tomato Juice

PROGRAM	TIME	AGENCY	ON CBS*
Weekend Rhythm with Todd Hunter, reporter; Dave Lusk, instrumentalist, and Carl Lengarten's Orchestra <i>Talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 32 CBS stations ORIGINATES: WBBM	Sorensen & Company	35 Weeks
Paul Sullivan Reviews <i>News</i>	Sun. thru Fri. 11:00-11:15 p.m. <i>Rebroadcasts</i> 12:00-12:15 a.m. 1:00-1:15 a.m. 39 CBS stations ORIGINATES: WHAS	Batten, Barton, Durstine & Osborn, Inc.	70 Weeks
Frank Sinatra Presents Hedda Gardner's Hollywood <i>Film news and interviews</i>	Mon., Wed., Fri. 6:15-6:30 p.m. 29 CBS stations ORIGINATES: KNX	Lord & Thomas	38 Weeks
First Nighter with Barbara Luddy and Tremayne <i>Original drama at the "Little Theatre off Times Square"</i>	Friday 9:30-10:00 p.m. 50 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	105 Weeks
Two Men and a Cradle <i>Original two-act plays</i>	Sunday 1:35-2:00 p.m. 31 CBS stations ORIGINATES: WBBM		
Campbell Playhouse with Lon Welles, director, and other stars <i>Drama</i>	Sunday 8:00-8:55 p.m. <i>Rebroadcast</i> 10:00-11:00 p.m. 70 CBS stations 14 CBC stations ORIGINATES: KNX	Ward Wheelock Company	268 Weeks
Campbell's Short Short Story" <i>Short story dramatizations</i>	Mon., Wed., Fri. 11:00-11:15 a.m. 46 CBS stations ORIGINATES: WABC		

The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCTS
CAMPBELL SOUP COMPANY <i>Continued</i>	Campbell's Soups Franco-American Spaghetti
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED	Vaseline Preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave

PROGRAM	TIME	AGENCY	ON CBS*
Los 'n' Andy <i>Serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 59 CBS stations ORIGINATES: KXX	Ward Wheelock Company	268 Weeks
Life Begins with Bess Flynn <i>Dramatic serial</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 56 CBS stations ORIGINATES: WABC		
Lonny Ross <i>Songs</i>	Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 52 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
Mr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KXX	McCann-Erickson, Inc.	64 Weeks
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	203 Weeks
Colgate Ask-It-Basket with Jim McWilliams <i>Variety quiz program</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 62 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	211 Weeks
Strange As It Seems <i>Dramatizations of unusual facts</i>	Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC		

The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Cue Liquid Dentifrice
	Cashmere Bouquet Products Halo
	Octagon Products
	Concentrated Super Suds Super Suds
	Palmolive Soap
	Colgate Tooth Powder
COLUMBIA RECORDING CORPORATION	Columbia Records

PROGRAM

TIME

AGENCY

ON CBS*

ng Busters

Police-file dramatizations

Saturday
8:00-8:30 p.m.
Rebroadcast
11:30-12:00 p.m.
64 CBS stations
ORIGINATES: WABC

Benton & Bowles, Inc.

211 Weeks

ayne King's Orchestra

h Buddy Clark, baritone

Popular music

Saturday
8:30-8:55 p.m.
66 CBS stations
29 CBC stations
ORIGINATES: WBBM

Benton & Bowles-Chicago, Inc.
Lord & Thomas, Toronto

oman of Courage

Serial drama

Mon. thru Fri.
9:00-9:15 a.m.
Rebroadcast
10:45-11:00 a.m.
40 CBS stations
ORIGINATES: WABC

Benton & Bowles, Inc.

yrt and Marge

Serial drama

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
1:15-1:30 p.m.
77 CBS stations
ORIGINATES: WABC

illtop House

arring Bess Johnson

Serial drama

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
1:30-1:45 p.m.
77 CBS stations
ORIGINATES: WABC

tepmother

Serial drama

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
1:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Benton & Bowles-Chicago, Inc.

oung Man With A Band

ost orchestra, with

Mo Seymour, MC

Music and comments

The series ends February 9)

Friday
10:30-11:00 p.m.
31 CBS stations
ORIGINATES: WABC

No Agency (CBS Subsidiary)

18 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODU
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake Wonder Bread
CORN PRODUCTS SALES COMPANY	Kre-Mel Dessert Linit Mazola Salad & Cooking Oil Karo Table Syrup Argo Corn Starch for Pudd
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
DOUBLEMINT GUM	Doublemint Gum
ETHYL GASOLINE CORPORATION	"Ethyl" Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
pretty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 45 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	264 Weeks
ky Blazers with Col. Roscoe Turner, MC <i>Dramatizations</i>	Saturday 7:30-8:00 p.m. <i>Starting Feb. 17</i> <i>Rebroadcast</i> 11:00-11:30 p.m. 47 CBS stations ORIGINATES: WABC		
ociety Girl arring Charlotte Manson <i>Dramatic serial</i>	Mon. thru Fri. 3:00-3:15 p.m. 48 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	263 Weeks
achelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyng- ham, Inc.	265 Weeks
elody Ranch with Gene Autry <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: KNX	J. Walter Thompson Company	397 Weeks
une-Up Time arring Tony Martin, Anne Kostelanetz's Orchestra, and chorus <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 67 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	49 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

[illegible]

PROGRAM	TIME	AGENCY	ON CBS*
Gobby Lobby with Dave Elman, Harry Salter's orchestra and guests <i>Interviews and music</i>	Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 57 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	137 Weeks
Sunday Evening Hour Ford Symphony Orchestra and chorus, with Franco Ghione and Reginald Stewart, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	302 Weeks
Kate Smith Hour with Kate Smith, Abbott and Costello, Parker Fennelly and Arthur Allen in "Snow Village" sketches, "Ted Collins, Ted Strater" chorus, Jack Miller's Orchestra, and guests <i>Music, comedy, and drama</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 77 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	244 Weeks
We, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 78 CBS stations ORIGINATES: WABC		
Kate Smith Speaks <i>Talks and interviews</i>	Mon. thru Fri. 12:00-12:15 p.m. 66 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc. Young & Rubicam, Inc.	
My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m. 67 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	

*The figures indicate the total number of weeks
 in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODU
GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Minute Tapioca Postum
GENERAL MILLS, INC.	Wheathearts Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	"Dole" Pineapple Juice "Gems"

PROGRAM	TIME	AGENCY	ON CBS*
Joyce Jordan, Girl Internes with Aileen Pringle <i>Serial drama</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 51 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	244 Weeks
Sam and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations ORIGINATES: KNX		
by Kathleen Norris <i>Dramatization of her novels</i>	Mon. thru Fri. 5:00-5:15 p.m. 31 CBS stations ORIGINATES: WABC	Knox Reeves Advertising, Inc.	476 Weeks
Silly and Betty <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Gulf Screen Guild Theatre with Roger Pryor, MC, green stars as guests, and Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. 66 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	311 Weeks
Al Pearce and His Gang with Arlene Harris, Marie and the Merry Men, Don Reid, tenor, and Carl Hoff's orchestra <i>Music and comedy</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 64 CBS stations ORIGINATES: KNX	N. W. Ayer & Son, Inc.	55 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
GEORGE A. HORMEL & COMPANY, MAKERS OF SPAM	Spam
INTERNATIONAL SILVER COMPANY	International Sterling and 1847 Rogers Bros. Silverplated
LADY ESTHER, LTD.	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORPORATION	Hind's Honey and Almond Cream
LEVER BROTHERS COMPANY	Rinso

PROGRAM	TIME	AGENCY	ON CBS*
Happened in Hollywood with Martha Mears, John Conte, best stars, and Eddie Dunstedter's orchestra <i>Musical variety</i>	Mon. thru Fri. 5:30-5:45 p.m. 38 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	125 Weeks
Live Theatre Herbert Nagel, Narrator-director, and guest stage and screen stars <i>Drama</i>	Sunday 6:00-6:30 p.m. 53 CBS stations 29 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	98 Weeks
Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 48 CBS stations ORIGINATES: KNX	Pedlar & Ryan, Inc.	320 Weeks
Grand Central Station <i>Dramatic programs</i>	Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC	Lambert & Feasley, Inc.	134 Weeks
Burns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Norman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	215 Weeks
Big Town Starring Edward G. Robinson with Ona Munson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 69 CBS stations 31 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	234 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY <i>Continued</i>	Lux Toilet Soap
	Rinso
	Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NEIH CORPORATION	Royal Crown Cola
PENN TOBACCO COMPANY	"Kentucky Club" Pipe Tobacco

PROGRAM	TIME	AGENCY	WEEKS
Big Radio Theatre with Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i>	Monday 9:00-10:00 p.m. 63 CBS stations 29 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	234 Weeks
Big Sister with Alice Frost, Martin Gabel, with Lucretia Pitts and Diana Barrymore <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 70 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
Joint Jenny's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC		
Penn Miller and His Orchestra with the Andrews Sisters, with Marion Hutton, Ray Eberle	Tues., Wed., Thurs. 10:00-10:15 p.m. 95 CBS stations ORIGINATES: WARC	Newell-Emmett Co., Inc.	367 Weeks
Believe It Or Not with Robert Ripley <i>Drama and music</i> (starts February 16)	Friday 10:30-11:00 p.m. 89 CBS stations ORIGINATES: WARC	Batten, Barton, Durstine & Osborn, Inc.	25 Weeks
Box Pop with Ed and Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 49 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	17 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory

PROGRAM	TIME	AGENCY	ON CBS*
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC	Gardner Advertising Company	324 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Drama- tized "Perfect Crime," Floyd Sher- man, Roger Kinney, Genevieve Rowe, Beverly, Glenn Cross, Ray Bloch's singing 14 <i>Musical variety and dramatic interludes</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 83 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	181 Weeks
Professor Quiz with Bob Trout <i>Questions and Answers</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 51 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	274 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
He Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE PROCTER & GAMBLE CO. <i>Continued</i>	Crisco Chipso Oxydol Chipso Drene
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products
PURITY BAKERIES SERVICE CORP.	Taystee Bread

PROGRAM	TIME	AGENCY	ON CBS
Tight to Happiness <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m. 43 CBS stations ORIGINATES: WBBM	Compton Advertising, Inc.	274 Weeks
Load of Life <i>Serial drama</i>	Mon. thru Fri. 1:45-2:00 p.m. 34 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc. Blackett-Sample-Hummert, Inc.	
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 4:30-4:45 p.m. 9 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	
Jimmie Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 51 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	35 Weeks
Kaltenborn Edits The News <i>News analysis</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 36 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	49 Weeks
Smilin' Ed McConnell <i>Songs and talks</i>	Mon. thru Fri. 4:45-5:00 p.m. 18 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	41 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
SPEARMINT GUM	Spearmint Gum
STERLING PRODUCTS, INC.	Ironized Yeast
TEXAS COMPANY	"Texaco" Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco

PROGRAM	TIME	AGENCY	ON CBS*
Blondie" with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 98 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	351 Weeks
Our Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	39 Weeks
Cattergood Baines <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 76 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	397 Weeks
Court of Missing Heirs <i>Drama</i>	Tuesday 8:30-8:55 p.m. 61 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	18 Weeks
Texaco Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, Irene Noble, Ryan, James Collington, and David Broekman's Orchestra; Drama with Broadway and Hollywood Stars, Burns Mantle. Commentator <i>Variety and drama</i>	Wednesday 9:00-10:00 p.m. 87 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	139 Weeks
Model Minstrels with Tom Howard and George Walton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	243 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

CLIENT	PRODUCT
ALBERS BROS. MILLING CO.	Friskies Dog Food
AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
BATHASWEET CORPORATION	Bathasweet Products
MENNEN COMPANY	Mennen Shave Products
COLONIAL DAMES, INC.	Cosmetics
GENERAL MILLS, INC. (Sperry Flour Co.)	Wheathearts
LOS ANGELES SOAP COMPANY	White King Soap Sierra Pine Toilet Soap
NATIONAL LEAD COMPANY	Dutch Boy Paints
STEPHANO BROTHERS	"Marvels" Cigarettes
UNION OIL COMPANY	Union 76 Gasoline Triton Motor Oil

PROGRAM	TIME	AGENCY	ON CBS
Adventures of Dr. Hunt <i>Dramatic series</i>	Sunday 2:30-2:45 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Co.	4 Weeks
"Bob Garred Reporting" <i>News</i>	Mon., Wed., Thurs., Fri. 5:45-5:55 p.m. PST	McDougall & Weiss Advertising Agency	19 Weeks
	Tues., Thurs. 7:30-7:45 a.m. PST	H. M. Kiesewetter Advertising Agency	16 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX		61 Weeks
Return to Romance with Frank Graham <i>Episodes in lives of famous women</i>	Sunday 2:45-3:00 p.m. PST ORIGINATES: KNX	Glasser Advertising Agency	7 Weeks
My Children <i>Dramatic serial</i>	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	476 Weeks
Dealer in Dreams with Phil Stewart <i>Poetry and philosophy</i>	Mon. thru Fri. 5:30-5:45 p.m. PST ORIGINATES: KSFO	Raymond R. Morgan Co.	17 Weeks
Spelling Beeliner with Tom Breneman <i>Old-fashioned spelling bee</i>	Sunday 2:00-2:30 p.m. PST ORIGINATES: KNX		
Answer Auction <i>Quiz</i>	Thursday 10:15-10:45 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Company	Starts Feb. 15
"Sports Huddle" with Tom Breneman and Braven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:45-8:00 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	27 Weeks
"Union Oil Program" <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	17 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
CALIFORNIA
NETWORK**

RIO GRANDE OIL, INC.

Petroleum Products

**COLUMBIA
MIDWESTERN
NETWORK**

CHAMBERLAIN LABORATORIES, INC.

Chamberlain Lotion

GENERAL MILLS, INC.

Gold Medal Flour

WABC

J. W. BEARDSLEY SONS

Foods and Canned Foods

LIGGETT DRUG COMPANY, INC.

**Liggett Drug Stores and
Rexall Products**

QUAKER OATS COMPANY

Aunt Jemima's Pancake Flour

BULOVA WATCH COMPANY

Bulova Watches

GRACE LINE, INC.

Steamship Service

KONDON MANUFACTURING COMPANY

Kondon's Nasal Jelly

PROGRAM	TIME	AGENCY	ON CBS
Calling All Cars <i>Police file dramatizations</i>	Saturday 6:00-6:30 p.m. PST ORIGINATES: KNX (This series ends February 10)	Hixson-O'Donnell Advertising, Inc.	322 Weeks
Anson Weeks' Orchestra <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	34 Weeks
Caroline's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	176 Weeks
The Morning Almanac featuring Phil Cook	Tues, Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	19 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m.		55 Weeks
	Tues. thru Sat. 8:30-8:45 a.m.	Sherman K. Ellis, Inc.	30 Weeks
Time Signals	Mon. thru Sun. 10 Times Daily	The Biow Company	543 Weeks
Elmer Davis News	Mon., Wed., Fri. 6:30-6:45 p.m.	Kelly, Nason-Inc.	3 Weeks
Weather Reports "The Rising Son"	Mon., Wed., Fri. 6:35-7:00 a.m.	Addison Lewis & Associates	11 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CONTINUED
FROM
PRECEDING
PAGE

CLIENT	PRODUCT
KRUG BAKING COMPANY	Bakery Products Coffee
SELECT THEATRE'S CORPORATION	"Streets of Paris"
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO.	Rem Rel
PATON CORPORATION	Yuban Coffee
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Rugs
OXO (U. S. A.), LTD.	Beef Cubes Meat Extracts
PEPSI-COLA COMPANY	Pepsi-Cola

PROGRAM	TIME	AGENCY	ON WABC
Helgaide Hawley—Woman's Page of the Air	Mon., Wed., Fri. 8:45-9:00 a.m.	Elmer L. Cline	3 Weeks
Odd Side of the News (his series ends February 2)	Wed., Fri. 8:25-8:30 a.m.	Blaine Thompson Co., Inc.	6 Weeks
Richard Maxwell <i>Hymns and talks</i>	Mon., Wed., Fri. 3:45-4:00 p.m.	William Esty & Company, Inc.	70 Weeks
Early Evening News with Paul Parks	Tues., Thurs., Sat. 6:00-6:05 p.m.	The Joseph Katz Company	17 Weeks
	Mon., Wed., Fri. 6:00-6:05 p.m.	Campbell-Ewald of New York, Inc.	8 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	61 Weeks
Odd Side of the News	Tues., Thurs., Sat. 8:25-8:30 a.m.	Presba, Fellers & Presba, Inc.	29 Weeks
Old Fashioned Favorites <i>Popular music</i>	Mon. thru Sat. 8:15-8:20 a.m.	Platt-Forbes, Inc.	7 Weeks
Have You Forgotten? <i>Popular music</i>	Mon. thru Sat. 8:20-8:25 a.m.	Newell-Emmett Company	8 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. PUBLIC AFFAIRS	Page 34
2. NEWS BROADCASTS	Page 35
3. SPECIAL EVENTS	Page 35
4. VARIETY	Page 36
5. DRAMATIC SERIES	Page 37
6. EDUCATIONAL PROGRAMS	Page 38
7. SERIOUS MUSIC	Page 41
8. CHILDREN'S PROGRAMS	Page 44
9. PERSONALITIES	Page 44
10. RELIGIOUS BROADCASTS	Page 45
11. LIGHT MUSIC	Page 46
CBS SHORT WAVE BROADCASTS	Page 47
ADDENDA: JANUARY PROGRAMS	Page 49

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
"WPA In Politics" 10:15-10:30 p.m. SATURDAY, FEBRUARY 3	WPA's Deputy Administrator Howard Hunter discusses the nettlesome question of the relation between politics and WPA.
Postmaster General James A. Farley 1:15-4:30 p.m. MONDAY, FEBRUARY 5	Columbia's Washington correspondent Albert Warner covers the Democratic National Committee meeting in Washington, interviews Postmaster General Farley.
Senator Josh Lee 10:15-10:30 p.m. WEDNESDAY, FEBRUARY 7	Oklahoma's Senator Josh Lee broadcasts a talk on "Land and National Security," from Washington.
Sen. Arthur H. Vandenberg 10:15-10:45 p.m. SATURDAY, FEBRUARY 10	Another Presidential "hopeful," Senator Vandenberg broadcasts from a pre-Lincoln Day rally, in St. Paul.
Thomas E. Dewey 12:30 p.m.-1:00 a.m. MONDAY, FEBRUARY 12	Prominent possibility for Republican Presidential nomination. District Attorney Dewey delivers his first West Coast address.
John D. M. Hamilton 1:15-4:30 p.m. FRIDAY, FEBRUARY 16	Albert Warner interviews Republican national leader John Hamilton on his Party's plans for 1940.
"Save America First?" 10:15-10:30 p.m. SATURDAY, FEBRUARY 17	Mrs. Estelle M. Sternberger, Executive Director of World Peaceways, Inc., discusses war and American isolationism.

CBS SUSTAINING PROGRAMS

NEWS BROADCASTS

PROGRAM AND TIME

**News Summaries, Analyses
and Broadcasts from Europe**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

DESCRIPTION

Columbia's staff reporters cover the second world war according to a regular pattern—summaries, analyses, and news broadcasts from Europe. The schedule:

European Broadcasts: Edward R. Murrow, Eland Echlin from London; William L. Shirer from Berlin; Cecil Brown from Rome; Er Severeid, Thomas Grandin from Paris; Lari Leseur from R.A.F. headquarters somewhere in France; Miss Marvin Breckinridge from Amsterdam; William L. White from Helsinki; Frank Stevens from Bucharest; W. R. Wells from Tokyo; Elmer Davis, Bob Trout, Lint Wells from New York; Albert Warner from Washington: 8:00–8:15 a.m., 6:45–7:00 p.m. MONDAY THRU SATURDAY; 9:00–9:15 a.m. 7:00–7:30 p.m., SUNDAY.

News Summaries: 6:30 a.m., 3:30, 6:00 p.m. 1:55 a.m., MONDAY THRU FRIDAY; 6:30, 11:00 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 1:30 p.m., 1:55 a.m. SUNDAY.

News Analyses: H. V. Kaltenborn, Lint Wells, Albert Warner, Major G. F. Eliot. 6:00–6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis, 8:55–9:00 p.m., DAILY; Albert Warner 6:05–6:15 p.m., SATURDAY.

SPECIAL EVENTS

Melrose A.A. Games

9:45–10:15 p.m.

SATURDAY, FEBRUARY 3

Ted Husing brings details of the Melrose A.A. Games from Madison Square Garden. Highlight: John Wanamaker Mile Race.

**SPECIAL
EVENTS**

PROGRAM AND TIME	DESCRIPTION
Spring Fashion Openings 3:00-3:15 p.m. MONDAY, FEBRUARY 5	From Paris Harper's Bazaar Editor Mrs. Carmel Snow brings a vivid description of the coming spring fashions.
Supreme Court Justice Frank Murphy 10:15-10:45 p.m. THURSDAY, FEBRUARY 15	President Roosevelt's latest appointee to the Supreme Court delivers the opening address at a dinner of the Tenth Anniversary of the Founding of Boston College Law School.
Franklin D. Roosevelt 10:30-10:45 p.m. THURSDAY, FEBRUARY 8	President Roosevelt delivers an address on Founders' Day celebration of the Boy Scouts of America.

VARIETY

"The Pursuit of Happiness" APPROXIMATELY 4:30 p.m. EACH SUNDAY (Immediately following Philharmonic Broadcast)	This unique, spirited series is dedicated to the brightness and happiness in America's way of life. Each week the program features distinguished guests, who are introduced by Burgess Meredith, permanent master of ceremonies and one of America's most brilliant and versatile young actors. Mark Warnow's orchestra and Lyn Murray's chorus furnish music for the program. Norman Corwin directs and Eric Barnouw writes the script. FEBRUARY 4: First performance of "Magna Charta," ballad history by Maxwell Anderson and Kurt Weill; dramatized portions of "The Grapes of Wrath"; singer Mildred Bailey. FEBRUARY 11: Carl Sandburg; excerpt's from Paul Horgan's new play "Mr. President." FEBRUARY 18: Brian Aherne.
--	--

CBS SUSTAINING PROGRAMS

VARIETY

Continued

PROGRAM AND TIME

DESCRIPTION

Columbia Gay Nineties Revue

10:30-11:00 p.m.

EACH SATURDAY

Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties. Veteran songwriter Joe Howard introduces soprano Genevieve Rowe, comedienne Beatrice Kay, the sturdy slapstick comedy team, Latimer and Costello, Ray Bloch is the conductor, Al Rinker the producer.

DRAMATIC SERIES

Ellery Queen

10:00-11:00 p.m.

EACH SUNDAY

8:00-8:55 p.m.

BROADCAST TO WEST

The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of several guest "armchair detectives," drawn from the studio audience, who try to determine the identity of the culprit before the true solution is enacted. George Zachary is director and producer. Lyn Murray composes and conducts the music.

Columbia Workshop

10:15-10:45 p.m.

EACH THURSDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques and experiments to widen the scope of radio drama. The Workshop continues to present original radio plays and operas as well as dramatizations of well-known books. Douglas Coult is CBS assistant director of broadcasts, supervises production and direction of the plays and selection of the scripts. For February:

FEBRUARY 1: "Coals to Newcastle" by Charles Monroe, directed by Brewster Morgan.

FEBRUARY 22: "Autobiography of an Egotist" by John Lagemann, directed by Earle McGovern.

FEBRUARY 29: Special Leap Year Show, directed by Brewster Morgan.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION														
CBS ADULT EDUCATION BOARD	The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: <table data-bbox="763 574 1280 761"> <tr> <td>LYMAN BRYSON, chairman</td><td>SPENCER MILLER, JR.</td></tr> <tr> <td>STRINGFELLOW BARR</td><td>RUTH BRYAN ROUDE</td></tr> <tr> <td>WILLIAM BENTON</td><td>THOMAS V. SMITH</td></tr> <tr> <td>HARRY WOODBURN CHASE</td><td>GEORGE EDGAR VINCENT</td></tr> <tr> <td>ROBERT L. GANNON, S.J.</td><td>WILLIAM ALLEN WHITE</td></tr> <tr> <td>ALVIN S. JOHNSON</td><td>RAY LYMAN WILBUR</td></tr> <tr> <td>HENRY R. LICE</td><td>JOSEPH H. WILLITS</td></tr> </table>	LYMAN BRYSON, chairman	SPENCER MILLER, JR.	STRINGFELLOW BARR	RUTH BRYAN ROUDE	WILLIAM BENTON	THOMAS V. SMITH	HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT	ROBERT L. GANNON, S.J.	WILLIAM ALLEN WHITE	ALVIN S. JOHNSON	RAY LYMAN WILBUR	HENRY R. LICE	JOSEPH H. WILLITS
LYMAN BRYSON, chairman	SPENCER MILLER, JR.														
STRINGFELLOW BARR	RUTH BRYAN ROUDE														
WILLIAM BENTON	THOMAS V. SMITH														
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT														
ROBERT L. GANNON, S.J.	WILLIAM ALLEN WHITE														
ALVIN S. JOHNSON	RAY LYMAN WILBUR														
HENRY R. LICE	JOSEPH H. WILLITS														
Americans at Work 10:15-10:45 p.m. EACH TUESDAY	CBS presents authentic accounts of many of the jobs which make up America's intricate industrial life. These programs are highlighted by colorful interviews of workers and craftsmen directly from laboratories, tunnels, shops, and offices all over the country. The schedule for February: FEBRUARY 6: Confectioner FEBRUARY 13: Record FEBRUARY 20: Chef FEBRUARY 27: Job Counselor														
The People's Platform 7:00-7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems. Topics for February include embargo on Japanese exports, Army-Navy increases, propaganda in the U.S., our educational opportunities.														

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME

American School of the Air

9:15-9:45 a.m.

Rebroadcast

3:35-4:00 p.m.

MONDAY THRU FRIDAY

DESCRIPTION

The American School of the Air, now in eleventh year, is heard regularly in 150,000 classrooms. The February schedule:

MONDAYS—*Frontiers of Democracy*

FEBRUARY 5: Tomorrow's Clothing.

FEBRUARY 12: Holiday.

FEBRUARY 19: Tomorrow's Home.

FEBRUARY 26: Tomorrow's Raw Materials.

TUESDAYS—*Folk Music of America*

FEBRUARY 6: British Ballads in America

FEBRUARY 13: Negro Spirituals.

FEBRUARY 20: Negro Work Songs.

FEBRUARY 27: Railroad Work Songs, Negro

WEDNESDAYS—*New Horizons*

FEBRUARY 7: Americans Map The Skies.

FEBRUARY 14: Reading the Rocks of the Age

FEBRUARY 21: What Goes On Within The Earth.

FEBRUARY 28: Minerals Make America Map.

THURSDAYS—*Tales from Far and Near*

FEBRUARY 1: Davison—"Children of the Dark People."

FEBRUARY 8: Brink—"Caddie Woodlawn."

FEBRUARY 15: Coatsworth—"The Golden Horseshoe."

FEBRUARY 29: Colum—"The Golden Fleece"

FRIDAYS—*This Living World*

FEBRUARY 2: States' Rights.

FEBRUARY 9: Government by Bureaus.

FEBRUARY 16: Labor and Industry.

FEBRUARY 23: Labor and Government.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
The Human Adventure 5:00-5:30 p.m. EACH SATURDAY	Series dramatizing outstanding cultural and intellectual contributions of leading world universities returns to CBS, presented in co-operation with the <u>University of Chicago</u> .
Highways to Health 4:15-4:30 p.m. EACH WEDNESDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. FEBRUARY 7: "What a Psychiatrist Is!"
Adventures in Science 4:15-4:30 p.m. EACH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
Men Behind the Stars 4:15-4:30 p.m. EACH FRIDAY	Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.
Of Men and Books 4:15-4:30 p.m. EACH TUESDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.
Which Way to Lasting Peace? 6:30-6:45 p.m. EACH SATURDAY	This new series brings important phases of the problem of war and peace into public discussion, under the general supervision of Dr. James T. Shotwell, Professor of International Relations at Columbia University, who presides over each meeting.
Bull Session 4:00-4:30 p.m. EACH SATURDAY	Students hold extemporaneous, informal discussions of problems raised in Which Way to Lasting Peace?

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Democracy in Action 2:00-2:30 p.m. EACH SUNDAY	This unique series, presented by CBS in cooperation with the United States Office of Education, describes America's fight against economic insecurity in its current programs.
Columbia's Country Journal 12:00-12:30 p.m. EACH SATURDAY 12:15-12:30 p.m., FEB. 17	Charles Stookey, Columbia's director of agricultural programs, presents a weekly roundup of farm news and interviews distinguishing agricultural authorities and leaders.
Cincinnati Conservatory 3:00-3:30 p.m. SATURDAY, FEBRUARY 3 AND 17 11:05 a.m.-12 noon SATURDAY, FEBRUARY 10 4:00-4:30 p.m. MONDAY, FEBRUARY 26	The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra perform on the program. Alexander von Kreisler is regular conductor.
Curtis Institute of Music 4:00-4:30 p.m. MONDAY, FEBRUARY 5 AND 12 10:30-11:00 p.m. MONDAY, FEBRUARY 19 AND 26	The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh season on the Columbia network. Faculty members and students perform in a symphony orchestra and in several chamber music groups.
New England Conservatory 11:05 a.m.-12 noon SATURDAY, FEBRUARY 21	The New England Conservatory of Music Symphony Orchestra is heard in a Saturday program of classical selections, Wallace Goorich conducting.
League of Composers 3:00-4:00 p.m. SATURDAY, FEBRUARY 10 AND 24	The League starts its second year on CBS with contemporary American music, featuring works by League members; Frederick Jacol, composer-conductor.

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra AT 3:00 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, is intermission commentator. FEBRUARY 4: ALEXANDER BRAILOWSKY, soloist; <i>Chopin's</i> Piano Concerto in E minor; <i>Berlioz's</i> Overture to "Beatrice and Benedict"; <i>Zador's</i> Rondo for Orchestra; <i>Rimsky-Korsakoff's</i> "Le Coq d'Or." FEBRUARY 11: ROBERT VIROVAI, violinist; <i>Weber's</i> Overture to "Oberon"; <i>Mendelssohn's</i> Concerto in E Minor for Violin and Orchestra; <i>Brahm's</i> Symphony in C Minor. FEBRUARY 18: <i>Handel's</i> Polonaise, Arietta and Passacaglia; <i>Goetz's</i> Symphony in F, Op. 9; <i>Powell's</i> Suite, "Set of Three" (first time in New York); <i>Ravel's</i> Bolero.
Young People's Concerts 11:05 a.m.-12:15 p.m. SATURDAY, FEBRUARY 17 3:15-4:30 p.m. MONDAY, FEBRUARY 19	Rudolph Ganz conducts the Philharmonic-Symphony Orchestra in the third of a series of concerts especially prepared for young people. A supplementary concert, added to accommodate the overflow audience of the popular series, is heard Monday afternoon.
Indianapolis Symphony Orchestra 10:30-11:00 p.m. EACH WEDNESDAY	The Indianapolis Symphony Orchestra, under the direction of Fabien Sevitsky, continues its series of Wednesday evening broadcasts over the Columbia network.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
Ohio State University Symphony Orchestra 11:05 a.m.-12 noon SATURDAY, FEBRUARY 3	Eugene J. Weigel conducts and Joseph Tagliapietra, pianist, is soloist. Music includes <i>Rachmaninoff</i> , <i>Bloch</i> , <i>Weber</i> , <i>Charpentier</i> and <i>Rimsky-Korsakoff</i> .
"So You Think You Know Music" 2:30-3:00 p.m. EACH SUNDAY	Ted Cott's amusing music quiz returns by popular request. Leonard Liebbling judges the finalists, two of them from the audience.
Vera Brodsky 3:35-4:00 p.m. SATURDAY, FEBRUARY 3	Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this series of piano recitals.
Columbia Concert Hall 10:30-11:00 p.m. MONDAY, FEBRUARY 5 AND 12	Columbia's Concert Hall features outstanding musicians in varied programs of serious music. FEBRUARY 5: Suzanne Sten, soprano.
Salt Lake City Tabernacle Choir 12:30-1:00 p.m. EACH SUNDAY	This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums. Frank Asper, Tabernacle organist, accompanies the choir.
Greenfield Village Chapel 8:45-9:00 a.m. EACH WEDNESDAY	This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.
Glee Club of Armour Institute of Technology 3:15-3:30 p.m. FRIDAY, FEBRUARY 9	The popular glee club of Armour Institute of Technology comes to CBS under the direction of Gordon Erickson.

**CHILDREN'S
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

"March of Games"

10:30-11:00 a.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this program originated by Natalie Purvin Prager, Nila Mack directing. Questions submitted by young listeners are posed to five equally young contestants, and prizes awarded. Arthur Ross, radio's youngest master of ceremonies, presides; Sybil Trent, 12, is "Miss Drum Major."

"Let's Pretend"

12:30-1:00 p.m.

EACH SATURDAY

The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.

PERSONALITIES

Major Bowes' Capitol Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' Capitol Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Richard Maxwell

9:00-9:15 a.m. SATURDAY

3:45-4:00 p.m.

MONDAY THRU FRIDAY

Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy on week-day afternoons and Saturday mornings.

Outdoors With Bob Edge

9:15-9:30 a.m.

EACH SUNDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts each Sunday.

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY	The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In February: FEBRUARY 4: <i>Morning</i>: Rev. Oswald W. McCall, New First Congregational Church, Chicago. <i>Afternoon</i>: Dr. Vincent A. McCormick, S.J., President, Gregorian University, Vatican City FEBRUARY 11: <i>Morning</i>: Rev. Arthur Lee Kingsolving, D.D., Rector Trinity Church, Boston <i>Afternoon</i>: Rabbi Louis Feinberg, Avondale Synagogue, Cincinnati. FEBRUARY 18: <i>Morning</i>: Rev. Edward B. Wilingham, Delmar Baptist Church, St. Louis. <i>Afternoon</i>: Rev. Andrew Kelly, St. Anthony Church, Hartford. FEBRUARY 25: <i>Morning</i>: Rev. W. B. Selah, St. John's Methodist Church, Memphis, Tenn. <i>Afternoon</i>: Rev. Richard Pitman Mallery, First Reformed Church, Walden, N.Y.
Wings Over Jordan 9:30-10:00 a.m. EACH SUNDAY	This program of religious talks and spiritual music is presented by outstanding Negro leaders and educators and a choir of thirty-five voices. FEBRUARY 4: Harry K. Parker, Director, Recreation for Negroes, Greensboro, N.C. FEBRUARY 11: Mayor R. Wright, Sr., President, Citizens and Southern Bank and Trust Co. FEBRUARY 18: Rev. M. H. Jackson, Foreign Mission Board, Baptist Convention, Dallas. FEBRUARY 25: Dr. Thomas W. Turner, President, Federated Colored Catholics, Hampton

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																		
Concert in Rhythm 9:30-10:00 p.m. EACH TUESDAY	Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Nan Wynn, popular CBS soloist, in its February schedule. Ed Cashman produces these weekly concerts.																		
CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Jerry Cooper, Genevieve Rowe, Michael Loring, Nan Wynn.																		
Golden Gate Jubilee Singers, Four Clubmen VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.																		
Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for February: <table data-bbox="806 1256 1276 1594"> <tbody> <tr> <td>Louis Armstrong</td><td>Ray Herbeck</td></tr> <tr> <td>Mitchell Ayres</td><td>Everett Hoagland</td></tr> <tr> <td>Count Basie</td><td>Sammy Kaye</td></tr> <tr> <td>Larry Clinton</td><td>Henry King</td></tr> <tr> <td>Bob Chester</td><td>Vincent Lopez</td></tr> <tr> <td>Bob Crosby</td><td>Leighton Noble</td></tr> <tr> <td>Xavier Cugat</td><td>Harry Owens</td></tr> <tr> <td>Jan Garber</td><td>Dick Stabile</td></tr> <tr> <td></td><td>Tommy Tucker</td></tr> </tbody> </table>	Louis Armstrong	Ray Herbeck	Mitchell Ayres	Everett Hoagland	Count Basie	Sammy Kaye	Larry Clinton	Henry King	Bob Chester	Vincent Lopez	Bob Crosby	Leighton Noble	Xavier Cugat	Harry Owens	Jan Garber	Dick Stabile		Tommy Tucker
Louis Armstrong	Ray Herbeck																		
Mitchell Ayres	Everett Hoagland																		
Count Basie	Sammy Kaye																		
Larry Clinton	Henry King																		
Bob Chester	Vincent Lopez																		
Bob Crosby	Leighton Noble																		
Xavier Cugat	Harry Owens																		
Jan Garber	Dick Stabile																		
	Tommy Tucker																		

CBS SHORT WAVE PROGRAMS

SPECIAL CBS BROADCASTS TO EUROPE

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

PROGRAM AND TIME	DESCRIPTION
CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA	Columbia's schedule of programs to Europe and South America, over short wave station WCBX (New York) and WCAB (Philadelphia) consists of programs designed exclusively for European and South American listeners, as well as selected programs heard regularly over the network. The present schedule includes 63½ hours of short-wave broadcasts weekly to Europe, 45½ to South America.
News Broadcasts 1:30-1:45 p.m. 5:00-5:50 p.m. 5:50-6:00 p.m. MONDAY THRU FRIDAY 11:00-12 noon SATURDAY	Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.
Hollywood News MONDAY 2:30-2:45 p.m. TUESDAY, 8:15-8:30 p.m. THURSDAY, 7:45-8:00 p.m.	In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Spanish, and Portuguese respectively.
News in Spanish 6:45-7:00 p.m. MONDAY THRU SUNDAY	World-wide news events are broadcast Monday thru Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero.
News in Portuguese 7:15-7:30 p.m. MONDAY THRU FRIDAY	Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.
Carmen Castelo's American Travelogues in Spanish MONDAY, 8:30-8:45 p.m.	Carmen Castelo takes her audience on a tour of "dial trips" to interesting spots in the United States.

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

PROGRAM AND TIME	DESCRIPTION
Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30-7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.
Women's Program in Spanish 9:30-9:45 p.m. EACH TUESDAY AND THURSDAY	Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.
Cultural News in Spanish 8:15-8:30 p.m. EACH WEDNESDAY	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.
New York Philharmonic-Symphony Orchestra SUNDAY AT 3:00 p.m.	The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America and to Europe.
Other Program Highlights VARIOUS HOURS MONDAY THRU SUNDAY	<i>To Europe:</i> SUNDAYS: Democracy in Action; MONDAYS: American School of the Air, Adventures in Science, Americans at Work (recorded rebroadcast); WEDNESDAYS: Concert in Rhythm; FRIDAYS: A series of six broadcasts by young American musicians. <i>To South America:</i> MONDAY, WEDNESDAY, FRIDAY, Elmer Davis and European News Broadcasts; SUNDAYS: Sunday Evening Hour; MONDAYS: Columbia Concert Hall; WEDNESDAYS: Columbia Concert Hall, Burns and Allen, Star Theatre; THURSDAYS: Kate Smith Hour; SATURDAYS: Your Hit Parade.

**TYPICAL CBS
PROGRAMS TO
EUROPE AND
OUTH AMERICA**

ADDENDA:

JANUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of January programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JANUARY 3: Albert L. Warner interviewed Speaker William B. Bankhead and Senate Minority Leader Charles L. McNary in Washington, 3:35-3:45 p.m.

JANUARY 3: C.I.O.'s General Counsel Lee Pressman discussed "The 1940 Legislative Program of the C.I.O.", 10:15-10:30 p.m.

JANUARY 10: Mrs. Franklin D. Roosevelt accepted the role of interviewer in a special CBS broadcast on "The Significance of the New Social Security Program to American Families." Answering her questions at the microphone were Miss Jane Hoey, director of the Social Security Board's Bureau of Public Assistance, and Boardmember Ellen S. Woodward.

JANUARY 13: Dr. Ray Lyman Wilbur, President of Leland Stanford University, revealed unpublished facts about the first World War from the Hoover War Library collection, 10:15-10:30 p.m.

JANUARY 17: New York's Senator James M. Mead outlined the merits of his proposal to provide small businessmen with Federal loans, 10:15-10:30 p.m.

JANUARY 18: New Mexico's Senator Carl A. Hatch, sponsor of the Hatch Law barring Federal employees from political activities, discussed extending its application to State workers, 6:15-6:30 p.m.

JANUARY 20: British First Lord of the Admiralty Winston Churchill spoke on the problems of the War, 4:15-4:30 p.m.

JANUARY 20: American Federation of Labor Vice-President Matthew H. Woll outlined A. F. of L. plans for the new year, 10:15-10:30 p.m.

JANUARY 23: Father Robert I. Gannon, President of Fordham University, delivered a talk on "Labor Law—An Instrument for Social Peace and Progress," 6:15-6:30 p.m.

JANUARY 24: Maury Maverick, Mayor of San Antonio and former Congressman from Texas delivered an address on "Democracy in a Changing World."

JANUARY 27: From Columbus, Ohio, Albert Dennis, labor expert, brought the highlights of the golden jubilee convention of the United Mine Workers of America, 10:15-10:30 p.m.

JANUARY 31: William Chevalier, John Carmody and Charles M. Upham delivered a talk on "Tomorrow's Superhighways" at the American Roadbuilders Association convention in Chicago, 3:15-3:30 p.m.

JANUARY 31: Frank T. Bow, General Counsel of the National Council of Independent Unions, former Assistant Attorney General of Ohio, spoke on "Undominated Labor", 10:15-10:30 p.m.

SPECIAL EVENTS

JANUARY 2: A gripping description of the recent earthquake disaster in Turkey was broadcast especially for CBS from Ankara, 6:15-6:30 p.m.

JANUARY 6: The thirteenth annual Indoor Track Meet of Council 126 of the Knights of Columbus was vividly described for the Columbia audience by sports announcer Mel Allen, 9:45-10:05 p.m.

JANUARY 10: Mrs. Shepard Krech, Maternity Center president, in a special Columbia broadcast analyzed the "baby drought" in America, and appealed for support of the campaign to reduce childbirth tragedies, 4:15-4:30 p.m.

JANUARY 13: Speaking from his home town of Buffalo just before his team left for training in St. Petersburg, New York Yankees manager Joe McCarthy previewed the 1940 baseball season, 4:30-5:00 p.m.

JANUARY 16: With Kate Smith acting as hostess-commentator, news analysts and reporters H. V. Kaltenborn, Elmer Davis, Raymond Gram Swing, Edwin C. Hill, Ted

Husing and Bob Trout presented a graphic account of the fight against infantile paralysis, under auspices of the Committee for the Celebration of the President's Birthday, National Foundation for Infantile Paralysis, 6:15-6:30 p.m.

JANUARY 19 AND 20: President and Mrs. Roosevelt were heard from the White House Conference on Children in a Democracy, 10:30-11:00 p.m., 9:45-10:15 a.m.

JANUARY 20: The entertainment world joined in the "March of Dimes of the Air" to help stamp out infantile paralysis; with Eddie Cantor as chairman and Jack Benny assisting, the cast included such notables as Orson Welles, Fannie Brice, Bob Hope, Rudy Valley, Mickey Rooney, Mary Livingston, 11:00 p.m.-12 mid.

JANUARY 21: Dr. Rufus W. Weaver delivered a lecture on "Religious Liberty," 2:45-3:00 p.m.

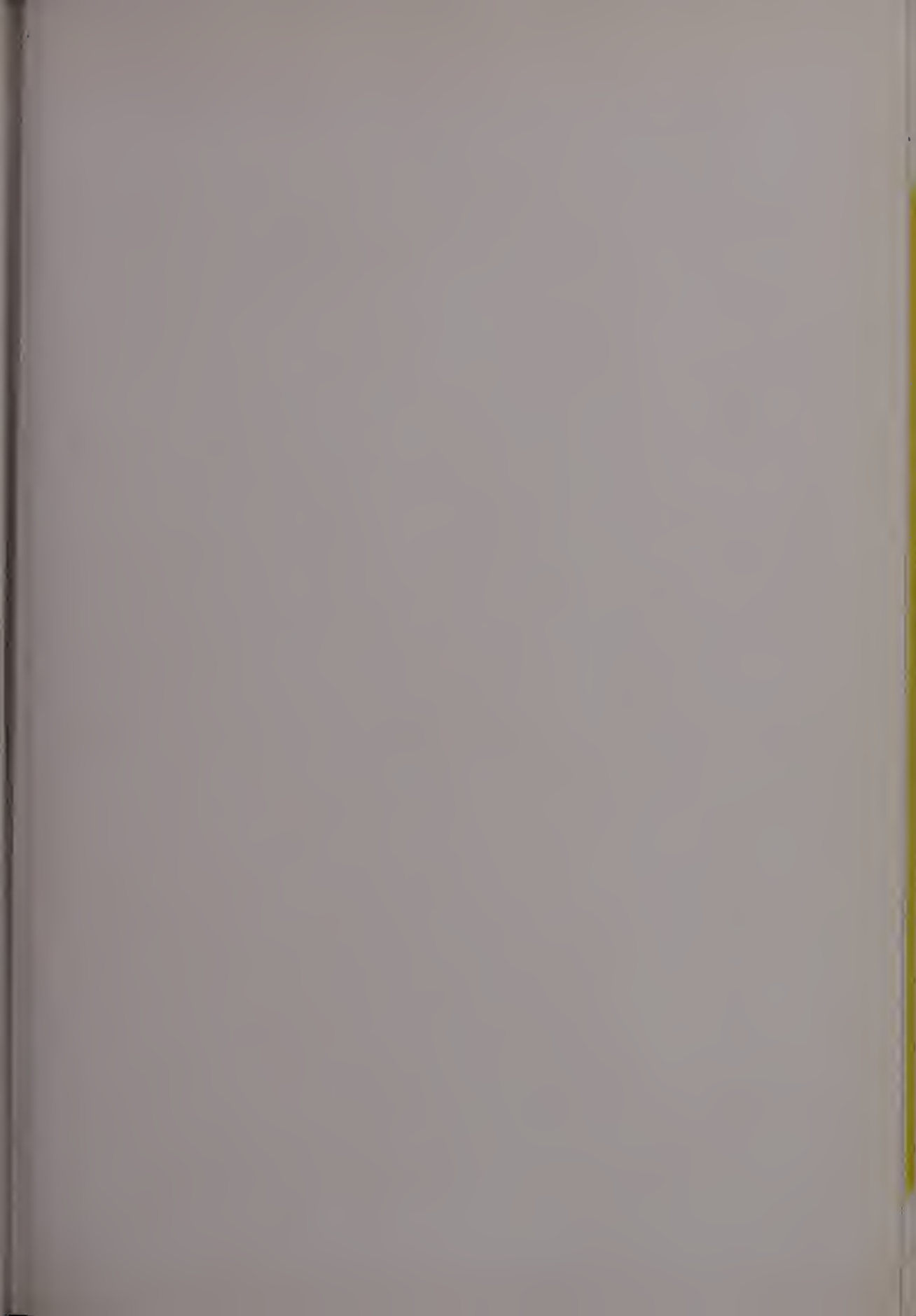
JANUARY 30: President Roosevelt in a special broadcast spoke from the White House in connection with the President's Birthday Ball, 11:15 p.m.-12:15 a.m.

SERIOUS MUSIC

JANUARY 6: From Cleveland was heard the rich and solemn music of the St. Peter and Paul Russian Orthodox Church Choir, 5:00-5:30 p.m.

JANUARY 20: Alabama celebrated the 120th anniversary of its admission into the Union with a broadcast called "A Symphony of the New South," 10:30-11:00 p.m.

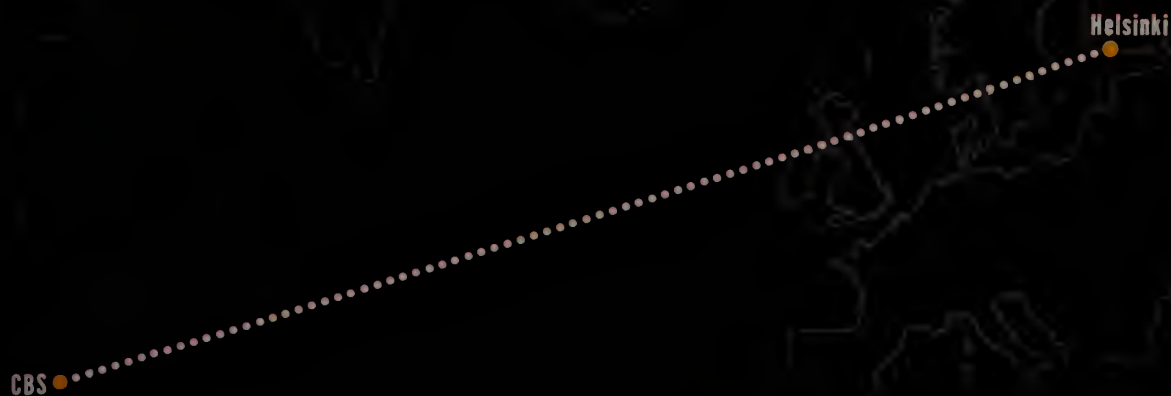




THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 132 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit •
Mart Building, St. Louis • Hotel Alms, Cincinnati • 625 Second Avenue, South Minneapolis •
Wilder Building, Charlotte, N. C. • 817 Earle Building, Washington • Columbia Square, Hollywood •
Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

COLUMBIA PROGRAM BOOK · MARCH 1940



BY CANDLELIGHT! CBS Reporter W. L. White (with a military censor by his side) broadcasting directly from Helsinki to the U.S. in a regular CBS European Broadcast (See Page 35).



MARCH, 1940

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 29

WABC SPONSORED PROGRAMS: pp. 29 to 32

CBS SUSTAINING PROGRAMS: pp. 33 to 48

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 7
FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 13

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco . . Page 3
ANTON-FISHER TOBACCO COMPANY:
Twenty Grand Cigarettes Page 27
BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 5
LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 19
PENN TOBACCO COMPANY:
Kentucky Club Pipe Tobacco . . Page 19
PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 21
R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 25
STEPHANO BROTHERS:
Marvels Cigarettes Page 29
U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco . . . Page 25

● CONFECTIONERY

DOUBLEMINT GUM:
Doublemint Gum Page 11
SPEARMINT GUM
Spearmint Gum Page 25

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe Page 3
ANACIN COMPANY:
Anacin Page 3
BATHASWEET CORPORATION:
Bathasweet Products Page 27
BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:

Italian Balm, Dreskin,
Coolies, D.D.D., Hand Cream . . Page 5

CHAMBERLAIN LABORATORIES, INC.:

Chamberlain Lotion Page 29

CHESEBROUGH MANUFACTURING COMPANY:

Vaseline Preparations Page 7

COLGATE-PALMOLIVE-PEET COMPANY:

(See also Laundry Soaps)

Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave . . . Page 7

Cue Liquid Dentifrice Page 9

Cashmere Bouquet Products,

Halo, Palmolive Soap,

Colgate Tooth Powder Page 9

COLONIAL DAMES, INC.:

Cosmetics Page 27

LADY ESTHER LTD.:

Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish . Page 17

THE LAMBERT COMPANY:

Listerine Products,
Prophylactic Brushes Page 17

LEHN & FINK PRODUCTS CORP.:

Hind's Honey & Almond Cream . Page 17

LEVER BROTHERS COMPANY:

(See also Foods; Laundry Soaps)

Lux Toilet Soap Page 19

LOS ANGELES SOAP COMPANY:

White King Soap,
Sierra Pine Toilet Soap Page 27

MENNEN COMPANY:

Mennen Shave Products Page 27

THE PROCTER & GAMBLE COMPANY:

(See also Laundry Soaps; Foods)

Teel, Drene, Ivory Pages 21, 23

● FOODS & BEVERAGES

ALBERS BROS. MILLING CO.:

Friskies Dog Food Page 27

BOWEY'S, INC.:

Dari-Rich Products Page 5

CALIFORNIA FRUIT GROWERS EXCHANGE:

Sunkist Oranges, Lemons Page 5

CAMPBELL SOUP COMPANY:

Campbell's Soups,
Beans, and Tomato Juice . . . Pages 5, 7, 27
Franco-American Spaghetti . . . Page 7

CONTINENTAL BAKING COMPANY, INC.:

Wonder Bread, Hostess Cake . . . Page 11

CORN PRODUCTS SALES CO.:

(See also Laundry Soaps)
Kre-Mel Dessert, Mazola Salad &
Cooking Oil, Karo Table Syrup,
Argo Corn Starch for Puddings . . . Page 11

GENERAL FOODS CORPORATION:

(See also Laundry Soaps)
Grape Nuts, Sanka, Diamond Crystal
Salt, Calumet Baking Powder,
Swansdown Cake Flour Page 13
Minute Tapioca, Postum Page 15

GENERAL MILLS, INC.:

Wheathearts, Corn Kix Pages 15, 27
Gold Medal Flour Page 29

D. GHIRARDELLI & COMPANY:

Ghirardelli's Ground Chocolate,
"Nu Malt" Chocolated Milk Page 27

HAWAIIAN PINEAPPLE COMPANY:

Dole Pineapple Juice, Gems Page 15

GEO. A. HORMEL & COMPANY,

MAKERS OF SPAM:
Spam Page 17

LEVER BROTHERS COMPANY:

(See also Drugs; Laundry Soaps)
Spry Page 19

NEHI CORPORATION:

Royal Crown Cola Page 19

PET MILK SALES CORPORATION:

Pet Evaporated Milk Page 21

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Laundry Soaps)
Crisco Page 23

PURITY BAKERIES SERVICE CORP.:

Taystee Bread Page 23

SEALTEST, INC.:

Sealtest System Page 25

STERLING PRODUCTS, INC.:

Ironized Yeast Page 25

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PET COMPANY:

(See also Toilet Goods)
Concentrated Super Suds,
Octagon Products Page 9

CORN PRODUCTS SALES CO.:

(See also Foods)
Linit Page 11

THE CUDAHY PACKING COMPANY:

Old Dutch Cleanser Page 11

FELS & COMPANY:

Fels Naptha Soap Page 13

GENERAL FOODS CORPORATION:

(See also Foods)
La France, Satina Page 15

LEVER BROTHERS COMPANY:

(See also Drugs; Foods)
Rinso Pages 17, 19

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Foods)
Ivory, Oxydol, Chipso Pages 21, 23

LUBRICANTS

AMERICAN OIL COMPANY:

Amoco-Gas, Orange American Gas Page 3

ETHYL GASOLINE CORPORATION:

Ethyl Gasoline Page 11

GULF OIL CORPORATION:

Motor Oil and Gas Page 15

THE PURE OIL COMPANY:

Petroleum Products Page 23

TEXAS COMPANY:

Texaco Products Page 25

UNION OIL COMPANY:

Union 76 Gasoline, Triton
Motor Oil Page 29

MISCELLANEOUS

INTERNATIONAL SILVER COMPANY:

International Sterling and
1847 Rogers Bros. Silverplate Page 17

NATIONAL LEAD COMPANY:

Dutch Boy Paints Page 29

PRUDENTIAL INSURANCE COMPANY

OF AMERICA
Insurance Services Page 23

All time listed on the following pages is current New York time unless otherwise indicated.

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
AFFILIATED PRODUCTS, INC.	Edna Wallace Hopper Cosm Louis Philippe
AMERICAN OIL COMPANY	Amoco-Gas Orange American Gas
AMERICAN TOBACCO COMPANY	Lucky Strike Cigarettes Half & Half Smoking Tobacco
ANACIN COMPANY	Anacin
BAYER COMPANY	Bayer Aspirin

PROGRAM	TIME	AGENCY	ON CBS
The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 33 CBS stations ORIGINATES: WBBM	Blackett-Sample Hummert, Inc.	368 Weeks
The Human Side of the News Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 46 CBS stations ORIGINATES: WABC	The Joseph Katz Company	83 Weeks
Our Hit Parade Mark Warnow's Orchestra, Jerry Wood, Bea Wain, Orrin Coker's Orchestra, Bonnie Baker, The Paraders Chorus <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 101 CBS stations ORIGINATES: WABC	Lord & Thomas	199 Weeks
On Bernie and All the Lads Lew Lehr, Buddy Clark, Tiny Smalls and the Bailey Sisters <i>Music and comedy</i>	Sunday 5:30-6:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 53 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	
Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 34 CBS stations ORIGINATES: WABC	Blackett-Sample Hummert, Inc.	152 Weeks
Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 54 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	230 Weeks

The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
BOWEY'S, INC.	Dari-Rich Products
BROWN & WILLIAMSON TOBACCO CORPORATION	Raleigh Cigarettes
CALIFORNIA FRUIT GROWERS EXCHANGE	Sunkist Oranges Sunkist Lemons
CAMPANA SALES COMPANY	Campana Hand Cream Italian Balm Dreskin Coolies D.D.D.
CAMPBELL SOUP COMPANY	Campbell's Soups Campbell's Beans Campbell's Tomato Juice Campbell's Tomato Juice

PROGRAM	TIME	AGENCY	ON CBS*
News and Rhythm with Todd Hunter, reporter; Dave Kalish, instrumentalist, and Carl Kasper's Orchestra <i>Talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 32 CBS stations ORIGINATES: WBBM	Sorensen & Company	39 Weeks
Paul Sullivan Reviews the News <i>News</i>	Sun. thru Fri. 11:00-11:15 p.m. <i>Rebroadcasts</i> 12:00-12:15 a.m. 1:00-1:15 a.m. 39 CBS stations ORIGINATES: WHAS	Batten, Barton, Durstine & Osborn, Inc.	74 Weeks
Franklin D. Roosevelt Presents Hedda Gaby's Hollywood <i>Film news and interviews</i>	Mon., Wed., Fri. 6:15-6:30 p.m. 29 CBS stations ORIGINATES: KNX	Lord & Thomas	42 Weeks
First Nighter with Barbara Luddy and Charles Tremayne <i>Original drama at the "Little Theatre off Times Square"</i>	Friday 9:30-10:00 p.m. 50 CBS stations ORIGINATES: WBBM	Aubrey, Moore & Wallace, Inc.	109 Weeks
Grand Hotel <i>Original two-act plays</i>	Sunday 1:35-2:00 p.m. 31 CBS stations ORIGINATES: WBBM		
Campbell Playhouse with Carson Welles, director, and guest stars <i>Drama</i>	Sunday 8:00-8:55 p.m. <i>Rebroadcast</i> 10:00-11:00 p.m. 70 CBS stations 14 CBC stations ORIGINATES: KNX	Ward Wheelock Company	272 Weeks
Campbell's Short Short Story <i>Short story dramatizations</i>	Mon., Wed., Fri. 11:00-11:15 a.m. 46 CBS stations ORIGINATES: WABC		

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

COUNTRY	REGION
CAMPBELL SOUP COMPANY <i>Continued</i>	Campbell's Soups Franco-American Spaghetti
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED	Vaseline Preparations
CHRYSLER CORPORATION	Plymouth Dodge DeSoto Chrysler
COLGATE-PALMOLIVE-PEET COMPANY	Colgate Dental Cream Palmolive Shave Cream Palmolive Brushless Shave

PROGRAM	TIME	AGENCY	ON AIR
nos 'n' Andy <i>Serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 59 CBS stations ORIGINATES: KNX	Ward Wheelock Company	272 Weeks
fe Begins th Bess Flynn <i>Dramatic serial</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 2:30-2:45 p.m. 57 CBS stations ORIGINATES: WABC		
unny Ross <i>Songs</i>	Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 52 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
r. Christian ith Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX	McCann-Erickson, Inc.	68 Weeks
Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	207 Weeks
olgate Ask-It Basket ith Jim McWilliams <i>Variety quiz program</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 62 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	215 Weeks
trange As It Seems <i>Dramatizations of unusual facts</i>	Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC		

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i>	Cue Liquid Dentifrice
	Cashmere Bouquet Products Halo
	Octagon Products
	Concentrated Super Suds Super Suds
	Palmolive Soap
	Colgate Tooth Powder

PROGRAM	TIME	AGENCY	ON CBS*
King Busters <i>Police-file dramatizations</i>	Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 64 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	215 Weeks
Layne King's Orchestra with Buddy Clark, baritone <i>Popular music</i>	Saturday 8:30-8:55 p.m. 66 CBS stations 29 CBC stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc. Lord & Thomas, Toronto	
Man of Courage <i>Serial drama</i>	Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	
Marty and Marge <i>Serial drama</i>	Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 77 CBS stations ORIGINATES: WABC		
Milltop House starring Bess Johnson <i>Serial drama</i>	Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 77 CBS stations ORIGINATES: WABC		
Stepmother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 38 CBS stations ORIGINATES: WBBM	Benton & Bowles-Chicago, Inc.	

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CITIZEN	FOODS
CONTINENTAL BAKING CO., INC.	Wonder Bread Hostess Cake Wonder Bread
CORN PRODUCTS SALES COMPANY	Kre-Mel Dessert Linit Mazola Salad & Cooking Oil Karo Table Syrup Argo Corn Starch for Puddin'
THE CUDAHY PACKING COMPANY	Old Dutch Cleanser
DOUBLEMINT GUM	Doublemint Gum
ETHYL GASOLINE CORPORATION	Ethyl Gasoline

PROGRAM	TIME	AGENCY	ON CBS*
etty Kitty Kelly <i>Serial drama</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 45 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	268 Weeks
y Blazers h Col. Roscoe Turner, MC <i>Dramatizations</i>	Saturday 7:30-8:00 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 47 CBS stations ORIGINATES: WABC		
ciety Girl ring Charlotte Manson <i>Dramatic serial</i>	Mon. thru Fri. 3:00-3:15 p.m. 48 CBS stations ORIGINATES: WABC	Hellwig-Miller Company	267 Weeks
achelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Roche, Williams & Cunnyng- ham, Inc.	269 Weeks
elody Ranch th Gene Autry <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: KNX	J. Walter Thompson Company	401 Weeks
unc-Up Time arring Tony Martin, ndre Kostelanetz's Orchestra, nd chorus <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	53 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

[illegible]

PROGRAM	TIME	AGENCY	ON CBS*
Lobby Lobby with Dave Elman, Harry Salter's Orchestra and guests <i>Interviews and music</i>	Sunday 5:00-5:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 57 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	141 Weeks
Sunday Evening Hour Ford Symphony Orchestra and chorus, with Eugene Ormandy and Victor Kolar, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR	N. W. Ayer & Son, Inc.	306 Weeks
Kate Smith Hour with Kate Smith, Abbott and Costello, Ted Collins, Ted Strater chorus, Jack Miller's Orchestra, and guests <i>Music, comedy, and drama</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 77 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	248 Weeks
Life, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 78 CBS stations ORIGINATES: WABC		
Kate Smith Speaks <i>Talks and news</i>	Mon. thru Fri. 12:00-12:15 p.m. 66 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc. Young & Rubicam, Inc.	
My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m. 67 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	

*The figures indicate the total number of weeks
in which the client has used CBS facilities

CBS SPONSORED PROGRAMS

CLIENT	PROGRAM
GENERAL FOODS CORPORATION <i>Continued</i>	La France Satina Minute Tapioca Postum
GENERAL MILLS, INC.	Wheathearts Corn Kix
GULF OIL CORPORATION	Motor Oil and Gas
HAWAIIAN PINEAPPLE COMPANY	Dole Pineapple Juice Gems

PROGRAM	TIME	AGENCY	ON CBS*
Lyce Jordan, Girl Interne <i>Serial drama</i>	Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 51 CBS stations ORIGINATES: WABC	Young & Rubicam, Inc.	248 Weeks
Sam and Abner <i>Comedy sketches</i>	Mon., Wed., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 56 CBS stations ORIGINATES: KNX		
by Kathleen Norris <i>Dramatization of her novels</i>	Mon. thru Fri. 5:00-5:15 p.m. 30 CBS stations ORIGINATES: WABC	Knox Reeves Advertising, Inc.	180 Weeks
illy and Betty <i>Serial drama</i>	Mon. thru Fri. 5:15-5:30 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 14 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
ulf Screen Guild Theatre with Roger Pryor, MC, screen stars as guests, and Oscar Bradley's Orchestra <i>Variety and drama</i>	Sunday 7:30-8:00 p.m. 66 CBS stations ORIGINATES: KNX	Young & Rubicam, Inc.	315 Weeks
id Pearce and His Gang with Arlene Harris, Marie and her Merry Men, and Carl Hoff's Orchestra <i>Music and comedy</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: KNX	N. W. Ayer & Son, Inc.	59 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIMAX	FRODO
GEORGE A. HORMEL & COMPANY, MAKERS OF SPAM	Spam
INTERNATIONAL SILVER COMPANY	International Sterling and 1847 Rogers Bros. Silverplate
LADY ESTHER, LTD.	Face Powder, Face Cream, R Lipstick and Nail Polish
THE LAMBERT COMPANY	Listerine Products Prophylactic Brushes
LEHN & FINK PRODUCTS CORPORATION	Hind's Honey and Almond Cr
LEVER BROTHERS COMPANY	Rinso

PROGRAM	TIME	AGENCY	ON AIR*
Happened in Hollywood with Martha Mears, John Conte, top stars, and Eddie Dunstedter's orchestra <i>Musical variety</i>	Mon. thru Fri. 5:30-5:45 p.m. 38 CBS stations ORIGINATES: KNX	Batten, Barton, Durstine & Osborn, Inc.	129 Weeks
Over Theatre Harold Nagel, Narrator-director, and guest stage and screen stars <i>Drama</i>	Sunday 6:00-6:30 p.m. 53 CBS stations 30 CBC stations ORIGINATES: KNX	Young & Rubicam, Inc.	102 Weeks
Ray Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: KNX	Pedlar & Ryan, Inc.	324 Weeks
Band Central Station <i>Dramatic programs</i>	Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WARC	Lambert & Feasley, Inc.	138 Weeks
Turns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Norman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	219 Weeks
Big Town starring Edward G. Robinson with Ona Munson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX	Ruthrauff & Ryan, Inc.	238 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
LEVER BROTHERS COMPANY <i>Continued</i>	Lux Toilet Soap Rinso Spry
LIGGETT & MYERS TOBACCO COMPANY	Chesterfield Cigarettes
NEHI CORPORATION	Royal Crown Cola
PENN TOBACCO COMPANY	Kentucky Club Pipe Tobacco

PROGRAM	TIME	AGENCY	ON AIR*
1x Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i>	Monday 9:00-10:00 p.m. 63 CBS stations 29 CBC stations ORIGINATES: KNX	J. Walter Thompson Company	238 Weeks
Big Sister with Alice Frost, Martin Gabel, Susan Pitts and Diana Barrymore <i>Serial drama</i>	Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	
Count Jenny's Real Life Stories <i>Dramatic sketches</i>	Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC		
Glenn Miller and His Orchestra with the Andrews Sisters, Marion Hutton, Ray Eberle	Tues., Wed., Thurs. 10:00-10:15 p.m. 95 CBS stations ORIGINATES: WABC	Newell-Emmett Co., Inc.	371 Weeks
Believe It Or Not with Robert Ripley <i>Drama and music</i>	Friday 10:30-11:00 p.m. 89 CBS stations ORIGINATES: WABC	Batten, Barton, Durstine & Osborn, Inc.	29 Weeks
Fox Pop Parks and Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 49 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	21 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
PET MILK SALES CORPORATION	Pet Evaporated Milk
PHILIP MORRIS & COMPANY, LTD.	Philip Morris Cigarettes
THE PROCTER & GAMBLE COMPANY	Teel Drene Oxydol Ivory

PROGRAM	TIME	AGENCY	ON CBS*
Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i>	Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC	Gardner Advertising Company	328 Weeks
Mary Lee Taylor Home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX		
Johnny Presents Johnny Green's Orchestra, Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Genevieve Rowe, "Beverly," Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interludes</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 83 CBS stations ORIGINATES: WABC	The Biow Company, Inc.	185 Weeks
Professor Quiz with Bob Trout <i>Questions and answers</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. 51 CBS stations ORIGINATES: WABC	H. W. Kastor & Sons	278 Weeks
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 30 CBS stations ORIGINATES: WABC	Blackett-Sample-Hummert, Inc.	
Life Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC	Compton Advertising, Inc.	

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
THE PROCTER & GAMBLE CO. <i>Continued</i>	Crisco Chipso Oxydol Chipso Drene
PRUDENTIAL INSURANCE COMPANY OF AMERICA	Insurance Services
THE PURE OIL COMPANY	Petroleum Products
PURITY BAKERIES SERVICE CORP.	Taystee Bread

PROGRAM	TIME	AGENCY	ON CBS
Flight to Happiness <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m. 43 CBS stations ORIGINATES: WBBM	Compton Advertising, Inc.	278 Weeks
Load of Life <i>Serial drama</i>	Mon. thru Fri. 1:45-2:00 p.m. 34 CBS stations ORIGINATES: WBBM	Pedlar & Ryan, Inc. Blackett-Sample-Hummert, Inc.	
Manhattan Mother <i>Serial drama</i>	Mon. thru Fri. 4:30-4:45 p.m. 9 CBS stations ORIGINATES: WABC	Pedlar & Ryan, Inc.	
Jimmie Fidler <i>Hollywood news reporter</i>	Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: KNX	H. W. Kastor & Sons	
When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 51 CBS stations ORIGINATES: WABC	Benton & Bowles, Inc.	39 Weeks
Kaltenborn Edits The News <i>News analysis</i>	Mon., Wed., Fri. 6:30-6:45 p.m. 35 CBS stations ORIGINATES: WABC	Leo Burnett Company, Inc.	53 Weeks
Smilin' Ed McConnell <i>Songs and talks</i>	Mon. thru Fri. 4:45-5:00 p.m. 18 CBS stations ORIGINATES: WBBM	Campbell-Mithun, Inc.	45 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CLIENT	PRODUCT
R. J. REYNOLDS TOBACCO COMPANY	Camel Cigarettes Prince Albert Smoking Tobacco
SEALTEST, INC.	Sealtest System of Laboratory Control of Milk and Ice Cream
SPEARMINT GUM	Spearmint Gum
STERLING PRODUCTS, INC.	Ironized Yeast
TEXAS COMPANY	Texaco Products
U. S. TOBACCO COMPANY	Dill's Best Model Smoking Tobacco

PROGRAM	TIME	AGENT	ON CBS
Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 98 CBS stations ORIGINATES: KNX	William Esty & Company, Inc.	355 Weeks
Our Family and Mine <i>Serial drama</i>	Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: WABC	McKee & Albright, Inc.	43 Weeks
Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 75 CBS stations ORIGINATES: WBBM	Neisser Meyerhoff, Inc.	401 Weeks
Court of Missing Heirs <i>Drama</i>	Tuesday 8:30-8:55 p.m. 65 CBS stations ORIGINATES: WABC	Ruthrauff & Ryan, Inc.	22 Weeks
Texaco Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, Irene Noblette Ryan, James Wallington, and David Broekman's Orchestra; Drama with Broadway and Hollywood Stars; Burns Mantle, commentator <i>Variety and drama</i>	Wednesday 9:00-10:00 p.m. 88 CBS stations ORIGINATES: KNX AND WABC	Buchanan & Co.	143 Weeks
Pipe Smoking Time with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 53 CBS stations ORIGINATES: WABC	Arthur Kudner, Inc.	247 Weeks

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

**COLUMBIA
PACIFIC
NETWORK**

CLIENT	PRODUCT
ALBERS BROS. MILLING CO.	Friskies Dog Food
AXTON-FISHER TOBACCO CO.	Twenty Grand Cigarettes
BATHASWEET CORPORATION	Bathasweet Products
MENNEN COMPANY	Mennen Shave Products
CAMPBELL SOUP COMPANY	Campbell's Tomato Juice
COLONIAL DAMES, INC.	Cosmetics
GENERAL MILLS, INC. (Sperry Flour Co.)	Wheathearts
D. GHIRARDELLI & COMPANY	Ghirardelli's Ground Chocolate "Nu Malt" Chocolated Milk
LOS ANGELES SOAP COMPANY	White King Soap Sierra Pine Toilet Soap

PROGRAM	TIME	AGENCY	ON CBS*
Adventures of Dr. Hunt <i>Dramatic series</i>	Sunday 2:30-2:45 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Co.	8 Weeks
Bob Garred Reporting <i>News</i>	Mon., Wed., Thurs., Fri. 5:45-5:55 p.m. PST Tues., Thurs. 7:30-7:45 a.m. PST Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX	McDougall & Weiss Advertising Agency H. M. Kieseewetter Advertising Agency	23 Weeks 20 Weeks 65 Weeks
Cletcher Wiley <i>Homespun commentary</i>	Mon., Wed., Fri. 10:45-11:00 a.m. PST Tues., Thurs. 12:15-12:30 p.m. PST ORIGINATES: KNX	Ward Wheelock Company	272 Weeks
Return to Romance with Frank Graham <i>Episodes in lives of famous women</i>	Sunday 2:45-3:00 p.m. PST ORIGINATES: KNX	Glasser Advertising Agency	11 Weeks
My Children <i>Dramatic serial</i>	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Westco Advertising Agency	480 Weeks
One-Man Theatre with Frank Graham	Thursday 8:15-8:30 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Co.	1 Week
Dealer in Dreams with Phil Stewart <i>Poetry and philosophy</i>	Mon. thru Fri. 5:15-5:30 p.m. PST ORIGINATES: KSFO	Raymond R. Morgan Co.	21 Weeks
Spelling Beeliner with Tom Breneman <i>Old-fashioned spelling bee</i>	Sunday 2:00-2:30 p.m. PST ORIGINATES: KNX		

*The figures indicate the total number of weeks
in which the client has used CBS facilities.

CBS SPONSORED PROGRAMS

CONTINUED
FROM
PRECEDING
PAGE

COLUMBIA
MIDWESTERN
NETWORK

WABC

CLIENT	PRODUCT
NATIONAL LEAD COMPANY	Dutch Boy Paints
STEPHANO BROTHERS	Marvels Cigarettes
UNION OIL COMPANY	Union 76 Gasoline Triton Motor Oil
CHAMBERLAIN LABORATORIES, INC.	Chamberlain Lotion
GENERAL MILLS, INC.	Gold Medal Flour
J. W. BEARDSLEY SONS	Foods and Canned Foods
BOND STORES, INC.	Men's Clothing
LIGGETT DRUG COMPANY, INC.	Liggett Drug Stores and Rexall Products
QUAKER OATS COMPANY	Aunt Jemima's Pancake Flour
BULOVA WATCH COMPANY	Bulova Watches

PROGRAM	TIME	AGENCY	ON AIR*
Answer Auction <i>Quiz</i>	Thursday 7:15-7:45 p.m. PST ORIGINATES: KNX	Erwin, Wasey & Company	2 Weeks
Sports Huddle with Tom Breneman and Haven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:45-8:00 p.m. PST ORIGINATES: KNX	The Aitkin-Kynett Co.	31 Weeks
Union Oil Program <i>Opera and light opera in tabloid form</i>	Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX	Lord & Thomas	21 Weeks
Samson Weeks' Orchestra <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	L. W. Ramsey Company	38 Weeks
Caroline's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Blackett-Sample-Hummert, Inc.	480 Weeks
The Morning Almanac featuring Phil Cook Series starts March 4)	Tues, Thurs., Sat. 7:30-7:45 a.m.	Neff-Rogow, Inc.	23 Weeks
	Mon. thru Sat. 7:15-7:30 a.m.	Neff-Rogow, Inc.	17 Weeks
	Mon., Wed., Fri. 7:30-7:45 a.m.		59 Weeks
	Tues. thru Sat. 8:30-8:45 a.m.	Sherman K. Ellis, Inc.	22 Weeks
Time Signals	Mon. thru Sun. 10 Times Daily	The Biow Company	547 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

WABC SPONSORED PROGRAMS

CONTINUED
FROM
PRECEDING
PAGE

CLIENT	PRODUCT
GORDON BAKING COMPANY	Roman Meal Bread and other Bakery Products
GRACE LINE, INC.	Steamship Service
KRUG BAKING COMPANY	Bakery Products Coffee
THOMAS LEEMING & CO.	Baume Bengue Pacquin's Hand Cream
MARYLAND PHARMACEUTICAL CO.	Rem Rel
PATON CORPORATION	Yuban Coffee
MELVILLE SHOE COMPANY	Thom McAn Shoes
OLSON RUG COMPANY	Rugs
OXO (U. S. A.), LTD.	Beef Cubes Meat Extracts
PEPSI-COLA COMPANY	Pepsi-Cola

PROGRAM	TIME	AGENCY	ON WAIVER
The Rising Son <i>Series starts March 6)</i>	Mon., Wed., Fri. 6:35-7:00 a.m.	Barton A. Stebbins	23 Weeks
Elmer Davis <i>News</i>	Mon., Wed., Fri. 6:30-6:45 p.m.	Kelly, Nason-Inc.	7 Weeks
Deloide Hawley—Woman's Page of the Air	Mon., Wed., Fri. 8:45-9:00 a.m.	Elmer L. Cline	8 Weeks
Richard Maxwell <i>Hymns and talks</i>	Mon., Wed., Fri. 3:45-4:00 p.m.	William Esty & Company, Inc.	74 Weeks
Early Evening News <i>With Paul Parks</i>	Tues., Thurs., Sat. 6:00-6:05 p.m.	The Joseph Katz Company	21 Weeks
	Mon., Wed., Fri. 6:00-6:05 p.m.	Campbell-Ewald of New York, Inc.	25 Weeks
Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Neff-Rogow, Inc.	65 Weeks
Odd Side of the News	Tues., Thurs., Sat. 8:25-8:30 a.m.	Presba, Fellers & Presba, Inc.	21 Weeks
Old Fashioned Favorites <i>Popular music</i>	Mon. thru Sat. 8:15-8:20 a.m.	Platt-Forbes, Inc.	11 Weeks
Have You Forgotten? <i>Popular music</i>	Mon. thru Sat. 8:20-8:25 a.m.	Newell-Emmett Company	12 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. PUBLIC AFFAIRS	Page 34
2. NEWS BROADCASTS	Page 35
3. SPECIAL EVENTS	Page 35
4. VARIETY	Page 36
5. DRAMATIC SERIES	Page 37
6. EDUCATIONAL PROGRAMS	Page 38
7. SERIOUS MUSIC	Page 41
8. CHILDREN'S PROGRAMS	Page 44
9. PERSONALITIES	Page 44
10. RELIGIOUS BROADCASTS	Page 45
11. LIGHT MUSIC	Page 46
CBS SHORT WAVE BROADCASTS . . .	Page 47
ADDENDA: FEBRUARY PROGRAMS	Page 49

**PUBLIC
AFFAIRS**

PROGRAM AND TIME	DESCRIPTION
Rep. Hamilton Fish 10:15-10:30 p.m. SATURDAY, MARCH 2	New York's Congressman Fish, speaking from Washington, discusses "Americanism <i>versus</i> Internationalism."
Budgets and Income Taxes 1:15-1:30 p.m. SATURDAY, MARCH 2	Representatives Joseph Shamon of Missouri and Knute Hill of Washington address the People's Lobby in Washington on budget slashing and the income tax yield.
Senator Robert A. Taft 10:15-10:30 p.m. WEDNESDAY, MARCH 6	A leading candidate for the Republican Presidential nomination, the Senator from Ohio discusses government by law and bureau.
Federal Farm Relief Program 10:00-10:30 p.m. FRIDAY, MARCH 8	President Roosevelt joins Secretary of Agriculture Wallace and Postmaster General Farley in radio messages to the farmers of the nation, touching on the Administration's general farm program.
"Other People's Money" 10:15-10:30 p.m. WEDNESDAY, MARCH 13	Representatives Emanuel Celler of New York and John McCormack of Massachusetts jointly examine the question of taxation.
Col. E. C. Harrington 10:15-10:30 p.m. SATURDAY, MARCH 16	Works Progress Administrator Harrington delivers an address: "After Four and One Half Years of WPA."
Thomas E. Dewey 10:15-10:45 p.m. THURSDAY, MARCH 28	New York's District Attorney Dewey, prominent possibility for Republican Presidential nomination, speaks from Chicago.

CBS SUSTAINING PROGRAMS

NEWS BROADCASTS

PROGRAM AND TIME

**News Summaries, Analyses
and Broadcasts from Europe**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

DESCRIPTION

Columbia's staff reporters cover the European war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule:

News Broadcasts: Edward R. Murrow, Erlan Echlin from London; William L. Shirer from Berlin; Cecil Brown from Rome; Eric Sevareid, Thomas Grandin from Paris; Larry Leseur from R.A.F. headquarters somewhere in France; Miss Marvin Breckinridge from Amsterdam; Edwin Hartrich from Helsinki; Frank Stevens from Bucharest; W. I. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m. SUNDAY.

News Summaries: 6:30 a.m., 3:30, 6:00 p.m. 1:55 a.m., MONDAY THRU FRIDAY; 6:30, 11:00 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 1:30 p.m., 1:55 a.m. SUNDAY.

News Analyses: Linton Wells, Albert Warner, Major G. F. Eliot, 6:30-6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis, 8:55-9:00 p.m. DAILY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

SPECIAL EVENTS

**National Indoor Tennis
Championship**

2:00-5:00 p.m.

SATURDAY, MARCH 2

CBS listeners get an exclusive play-by-play description of the 11st National Indoor Tennis Championship from the Seventh Regiment Armory, New York. Ted Husing announcing.

**SPECIAL
EVENTS**

PROGRAM AND TIME	DESCRIPTION
Camp Fire Girls Birthday 3:45-4:00 p.m. SATURDAY, MARCH 9	The Camp Fire Girls celebrate their 28th Birthday with music, poetry, songs, and an address by Mrs. Arthur Vandenberg.
Easter Sunrise Services 6:00-9:00 a.m. SUNDAY, MARCH 24	Columbia brings a series of Easter programs, beginning with a portion of the Vatican Easter Service, including the Papal blessing, and going west across the United States, concluding with a service in Glendale, California.

VARIETY

"The Pursuit of Happiness" APPROXIMATELY 4:30 p.m. EACH SUNDAY (Immediately following Philharmonic Broadcast)	This unique, spirited series is dedicated to the brightness and happiness in America's way of life. Each week the program features distinguished guests, who are introduced by Burgess Meredith, permanent master of ceremonies and one of America's most brilliant and versatile young actors. Mark Warnow's orchestra and Lyn Murray's chorus furnish music for the program. Norman Corwin directs and Eric Barnouw writes the script. MARCH 3: Frances Farmer; Hiram Sherman in a play-version of an Horatio Alger story; Elie Siegmeister and his American Ballad Singers. MARCH 10: "Johnny Appleseed," radio musical folk story.
Columbia Gay Nineties Revue 10:30-11:00 p.m. EACH SATURDAY	Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties. Veteran songwriter Joe Howard introduces soprano Genevieve Rowe, soubrette comedienne Beatrice Kay, Billy Green, the Four Clubmen, Frank Lovejoy, and the Floradora girls. Ray Bloch is the conductor, Al Rinker the producer.

CBS SUSTAINING PROGRAMS

DRAMATIC SERIES

PROGRAM AND TIME

DESCRIPTION

Ellery Queen

10:00-10:30 p.m.

EACH SUNDAY

8:00-8:30 p.m.

BROADCAST TO WEST

The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of several guest "armchair detectives," drawn from the studio audience, who try to determine the identity of the culprit before the true solution is enacted. George Zachary is director and producer. Lyn Murray composes and conducts the music.

Columbia Workshop

10:15-10:45 p.m.

EACH THURSDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. The Workshop continues to present original radio plays and operas as well as dramatizations of well-known books. Douglas Coulter, CBS assistant director of broadcasts, supervises production and direction of the play and selection of the scripts.

MARCH 7: "My Client, Curly" by Lucille Fletcher Herrman, adapted and directed by Norman Corwin.

MARCH 14: An experimental broadcast written and produced by the junior staff of KXN Hollywood.

MARCH 21: A modern "Taming of the Shrew" (featuring Burgess Meredith). Directed by Philip Cohan.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME

DESCRIPTION

**CBS ADULT
EDUCATION BOARD**

The programs on this page are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Americans at Work
10:15-10:45 p.m.
EACH TUESDAY

CBS presents authentic accounts of many of the jobs which make up America's intricate industrial life. These programs are highlighted by colorful interviews of workers and craftsmen directly from laboratories, tunnels, shops, and offices all over the country. The schedule for March:

MARCH 5: Game Warden.

MARCH 12: Dentist.

MARCH 19: Chorus Girl.

MARCH 26: Dairy Farmer.

The People's Platform
7:00-7:30 p.m.
EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems. Topics for March include a discussion on the Presidential third term.

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME

DESCRIPTION

American School of the Air

9:15-9:45 a.m.

Rebroadcast

3:35-4:00 p.m.

MONDAY THRU FRIDAY

The American School of the Air, now in its eleventh year, is heard regularly in 150,000 classrooms. The March schedule:

MONDAYS—*Frontiers of Democracy*

MARCH 4: Government? It's Up to Us.

MARCH 11: The Electric Eye.

MARCH 18: Telecasting America.

TUESDAYS—*Folk Music of America*

MARCH 5: Railroad Ballads.

MARCH 12: Hobo and Jailhouse Songs.

MARCH 19: Outlaw Ballads.

WEDNESDAYS—*New Horizons*

MARCH 6: Birds of Many Feathers.

MARCH 13: Animals in our Pattern of Life.

MARCH 20: The Fight for Food.

THURSDAYS—*Tales from Far and Near*

MARCH 7: Bontemps—"Sad-Faced Boy."

MARCH 14: Bennett—"Shawneen and the Gander."

FRIDAYS—*This Living World*

MARCH 1: The Farmer and the Government

MARCH 8: Immigration and the Refugees.

MARCH 15: The Age of Power.

The Human Adventure

5:00-5:30 p.m.

EACH SATURDAY

Series dramatizing outstanding cultural and intellectual contributions of leading world universities returns to CBS, presented in cooperation with the University of Chicago.

**EDUCATIONAL
PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
Highways to Health 4:15-4:30 p.m. EACH WEDNESDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. MARCH 6: "Baldness."
Adventures in Science 4:15-4:30 p.m. EACH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
Men Behind the Stars 4:15-4:30 p.m. EACH FRIDAY	Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.
Of Men and Books 4:15-4:30 p.m. EACH TUESDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.
Which Way to Lasting Peace? 6:30-6:15 p.m. EACH SATURDAY	This new series brings important phases of the problem of war and peace into public discussion, under the general supervision of Dr. James T. Shotwell, Professor of International Relations at Columbia University, who presides over each meeting.
Bull Session 4:00-4:30 p.m. EACH SATURDAY	Students hold extemporaneous, informal discussions of problems raised in Which Way to Lasting Peace?

CBS SUSTAINING PROGRAMS

EDUCATIONAL PROGRAMS

Continued

SERIOUS MUSIC

PROGRAM AND TIME	DESCRIPTION
Democracy in Action 2:00-2:30 p.m. EACH SUNDAY	This unique series, presented by CBS in co-operation with the United States Office of Education, describes America's fight against economic insecurity in its current programs.
Columbia's Country Journal 12:00-12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly roundup of farm news and interviews distinguished agricultural authorities and leaders.
Cincinnati Conservatory 11:05 a.m.-12 noon SATURDAY, MARCH 16 AND 30 4:00-4:30 p.m. MONDAY, MARCH 25	The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra perform on the program. Alexander von Kreisler is regular conductor.
Curtis Institute of Music 4:00-4:30 p.m. MONDAY, MARCH 11 AND 18	The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh season on the Columbia network. Faculty members and students perform in a symphony orchestra and in several chamber music groups.
New England Conservatory 11:05 a.m.-12 noon SATURDAY, MARCH 23	The New England Conservatory of Music Symphony Orchestra is heard in a Saturday program of classical selections, Wallace Goorich conducting.
League of Composers 3:00-3:30 p.m. SATURDAY, MARCH 9 3:00-4:00 p.m. SATURDAY, MARCH 23 AND 30	The League starts its second year on CBS with contemporary American music, featuring works by League members; Frederick Jacobson, composer-conductor.

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra AT 3:00 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbiroli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, is intermission commentator. MARCH 3: JOSEPH SCHUSTER, soloist; <i>Boccherini's</i> Concerto in B-flat Major for Cello; <i>Zoltan Kurthy's</i> "Pusztá"; <i>Schumann's</i> Symphony No. 4 in D Minor. MARCH 10: ROBERT CASADESUS, soloist; <i>Wagner's</i> "Flying Dutchman" overture; <i>Mozart's</i> Piano Concerto in D Major; <i>Schubert's</i> "Tragic" Symphony in C Minor; <i>Weinberger's</i> Polka and Fugue from "Schwanda." MARCH 17: ROSALYN TURECK, SIMEON BELLISON, soloists; <i>Vivaldi-Vene's</i> Concerto in A Minor; <i>Beethoven's</i> Concerto in E-flat Major; <i>Bizet's</i> Suite from "L'Arlesienne"; <i>Mozart-Bellison's</i> Rondino for Clarinet and Orchestra.
Young People's Concerts 11:05 a.m.-12:15 p.m. SATURDAY, MARCH 2 3:45-4:30 p.m. MONDAY, MARCH 4	Rudolph Ganz conducts the Philharmonic-Symphony Orchestra in the third of a series of concerts especially prepared for young people. A supplementary concert, added to accommodate the overflow audience of the popular series, is heard Monday afternoon.
Indianapolis Symphony Orchestra 10:30-11:00 p.m. EACH WEDNESDAY (Series ends March 20)	The Indianapolis Symphony Orchestra, under the direction of Fabien Sevitsky, continues its series of Wednesday evening broadcasts over the Columbia network.

CBS SUSTAINING PROGRAMS

SERIOUS MUSIC

Continued

PROGRAM AND TIME	DESCRIPTION
Ohio State University Symphonic Band 11:05 a.m.-12 noon SATURDAY, MARCH 9	Manley R. Whitcomb conducts the Symphonic Band in a program which includes <i>Bach, Borodine, Berlioz, Moussorgsky, Lalo, Coates</i> and <i>Weinberger</i> .
"So You Think You Know Music" 10:30-11:00 p.m. EACH SUNDAY 8:30-8:55 p.m. BROADCAST TO WEST	Ted Cott's amusing musiquiz returns by popular request. Leonard Liebbling judges the forty contestants, two drawn from the world of professional musicians, two from the studio audience, competing for concert tickets, book and phonograph records.
Vera Brodsky 3:35-4:00 p.m. SATURDAY, MARCH 9 AND 16	Vera Brodsky, internationally famous concert and radio pianist, strives for the exception in material in this series of piano recitals.
Columbia Concert Hall 10:30-11:00 p.m. MONDAY, MARCH 4, 11 AND 13	Columbia's Concert Hall features outstanding musicians in varied programs of serious music. MARCH 4: Anatol Kaminsky, violinist.
Salt Lake City Tabernacle Choir 12:30-1:00 p.m. EACH SUNDAY	This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums. Frank Asper, Tabernacle organist, accompanies the choir.
Greenfield Village Chapel 8:45-9:00 a.m. EACH WEDNESDAY	This new Columbia series features the singing of the Greenfield Village Chapel children's choir. The broadcast originates in Greenfield Village and is brought to the network in a remote from WJR, Columbia's station in Detroit.
A Cappella Choir of the University of Dubuque 1:15-1:30 p.m. SATURDAY, MARCH 9	This dynamic choir of sixty voices presents the sacred music of the choral masters from the 16th century to the present time. Dr. Noel Logan conducting.

CHILDREN'S PROGRAMS

PROGRAM AND TIME	DESCRIPTION
"March of Games" 10:30-11:00 a.m. EACH SUNDAY	Children who like asking questions and those who like answering get a chance on this program originated by Natalie Purvin Prager, Nila Mack directing. Questions submitted by young listeners are posed to five equally young contestants, and prizes awarded. Arthur Ross, radio's youngest master of ceremonies, presides; Sybil Trent, 12, is "Miss Drum Major."
"Let's Pretend" 12:30-1:00 p.m. EACH SATURDAY	The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.
Major Bowes' Capitol Family 11:30-12:30 p.m. EACH SUNDAY	Major Bowes' Capitol Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.
Richard Maxwell 9:00-9:15 a.m. SATURDAY 3:45-4:00 p.m. MONDAY THRU FRIDAY	Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy on week-day afternoons and Saturday mornings.
Outdoors With Bob Edge 9:15-9:30 a.m. EACH SUNDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts each Sunday.

PERSONALITIES

CBS SUSTAINING PROGRAMS

RELIGIOUS BROADCASTS

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00-10:30 a.m. 1:00-1:30 p.m. EACH SUNDAY	The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In March: MARCH 3: <i>Morning</i>: Rev. A. J. Muste, Director, Labor Temple, New York. <i>Afternoon</i>: Most Rev. John J. Cantwell, D.D., Archbishop of Los Angeles. MARCH 10: <i>Morning</i>: Dr. Carl C. Rasmussen, Luther Place Memorial Church, Washington. <i>Afternoon</i>: Rabbi Morris Silverman, Emanuel Synagogue, Hartford. MARCH 17: <i>Morning</i>: Rev. A. J. MacKenzie, Union Congregational Church, Richmond Hill. <i>Afternoon</i>: Rev. James R. Cox, A.M., Ph.D., Old St. Patrick's Church, Pittsburgh. MARCH 24: <i>Morning</i>: Rt. Rev. Fred Ingle, Bishop of Colorado, Denver. <i>Afternoon</i>: Elder Stephen L. Richards, Council of the Twelve, Church of Jesus Christ of Latter Day Saints, Salt Lake City.
Wings Over Jordan 9:30-10:00 a.m. EACH SUNDAY	This program of religious talks and spiritual music is presented by outstanding Negro leaders and educators and a choir of thirty-five voices. MARCH 3: Rev. D. W. Henry, Tindley Temple M. E. Church, Philadelphia. MARCH 10: Dr. Charlotte Hawkins Brown, President, Palmer Memorial Institute, Sedalia. MARCH 17: Professor Merle R. Eppse, Social Studies Division, A. and I. State College. MARCH 24: Dr. Thomas W. Turner, Federation of Colored Catholics of the United States.

LIGHT MUSIC

PROGRAM AND TIME	DESCRIPTION																				
Concert in Rhythm 9:30-10:00 p.m. EACH TUESDAY	Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program, conceived and directed by Raymond Scott, features selections by Nan Wynn, popular CBS soloist, in its February schedule. Ed Cashman produces these weekly concerts.																				
CBS Vocalists VARIOUS HOURS MONDAY THRU SATURDAY	The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are: Jack Leonard, Genevieve Rowe, Nan Wynn.																				
Golden Gate Quartet, Four Clubmen VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each has a distinctive vocal style and continues to be a network favorite.																				
Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for March: <table> <tr> <td>Louis Armstrong</td><td>Sammy Kaye</td></tr> <tr> <td>Mitchell Ayres</td><td>Henry King</td></tr> <tr> <td>Bob Chester</td><td>Harlan Leonard</td></tr> <tr> <td>Bob Crosby</td><td>Phil Levant</td></tr> <tr> <td>Jan Garber</td><td>Johnny Long</td></tr> <tr> <td>Coleman Hawkins</td><td>Leighton Noble</td></tr> <tr> <td>Ray Herbeck</td><td>Ray Noble</td></tr> <tr> <td>Everett Hoagland</td><td>Harry Owens</td></tr> <tr> <td>Herbie Kay</td><td>Dick Stabile</td></tr> <tr> <td></td><td>Tommy Tucker</td></tr> </table>	Louis Armstrong	Sammy Kaye	Mitchell Ayres	Henry King	Bob Chester	Harlan Leonard	Bob Crosby	Phil Levant	Jan Garber	Johnny Long	Coleman Hawkins	Leighton Noble	Ray Herbeck	Ray Noble	Everett Hoagland	Harry Owens	Herbie Kay	Dick Stabile		Tommy Tucker
Louis Armstrong	Sammy Kaye																				
Mitchell Ayres	Henry King																				
Bob Chester	Harlan Leonard																				
Bob Crosby	Phil Levant																				
Jan Garber	Johnny Long																				
Coleman Hawkins	Leighton Noble																				
Ray Herbeck	Ray Noble																				
Everett Hoagland	Harry Owens																				
Herbie Kay	Dick Stabile																				
	Tommy Tucker																				

CBS SHORT WAVE PROGRAMS

SPECIAL CBS BROADCASTS TO EUROPE

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

PROGRAM AND TIME	DESCRIPTION
CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA	Columbia's schedule of programs to Europe and South America, over short wave station WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.
News Broadcasts 1:30-1:45 p.m. 5:00-5:50 p.m. 5:50-6:00 p.m. MONDAY THRU FRIDAY 11:00-12 noon SATURDAY	Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.
Hollywood News MONDAY 2:30-2:45 p.m. TUESDAY, 8:15-8:30 p.m. THURSDAY, 7:45-8:00 p.m.	In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Spanish, and Portuguese respectively.
News in Spanish 6:45-7:00 p.m. MONDAY THRU SUNDAY (WCBX) 12:30-12:45 p.m. 2:30-2:45 p.m. 5:45-6:00 p.m. MONDAY THRU FRIDAY (WCAB)	World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well known journalist and native of Colombia. Saturday and Sunday by Americo Lugones Romero, (both of WCBX). Monday through Friday by Adriano A. Rubio (WCAB).
News in Portuguese 7:15-7:30 p.m. MONDAY THRU FRIDAY	Luís Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.
Carmen Castelo's American Travelogues in Spanish MONDAY, 8:30-8:45 p.m.	Carmen Castelo takes her audience touring a series of "dial trips" to interesting spots in the United States.

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

PROGRAM AND TIME	DESCRIPTION
Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30-7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.
Women's Program in Spanish 9:30-9:45 p.m. EACH TUESDAY AND THURSDAY	Presented under the auspices of the Human Relations Committee of the National Council of Women of the United States, this series features news of special interest to the women of Latin and South America.
Cultural News in Spanish 8:15-8:30 p.m. EACH WEDNESDAY	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.
New York Philharmonic-Symphony Orchestra SUNDAY AT 3:00 p.m.	The regular Sunday afternoon concerts by the New York Philharmonic-Symphony from Carnegie Hall are broadcast in full to South America and to Europe.
Other Program Highlights VARIOUS HOURS MONDAY THRU SUNDAY	<i>To Europe:</i> SUNDAYS: Democracy in Action; MONDAYS: American School of the Air, Adventures in Science, Americans at Work (recorded rebroadcast); WEDNESDAYS: Concert in Rhythm; FRIDAYS: A series of six broadcasts by young American musicians. <i>To South America:</i> MONDAY, WEDNESDAY, FRIDAY, Elmer Davis and European News Broadcasts; SUNDAYS: Sunday Evening Hour; MONDAYS: Columbia Concert Hall; WEDNESDAYS: Columbia Concert Hall, Burns and Allen, Star Theatre; THURSDAYS: Kate Smith Hour; SATURDAYS: Your Hit Parade.

**TYPICAL CBS
PROGRAMS TO
EUROPE AND
SOUTH AMERICA**

APPENDIX

FEBRUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of February programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

FEBRUARY 1: Joseph E. Davies, State Department's new advisory expert on war emergency problems and trade negotiations, discussed national defense, 10:45-11:00 p.m.

FEBRUARY 6: Mrs. Franklin D. Roosevelt presided at a National Youth Administration round table conference on employment problems of young women, 6:15-6:30 p.m.

FEBRUARY 10: President Roosevelt addressed members of the American Youth Congress at the wind-up of a parade through Washington, 12:30-12:45 p.m.

FEBRUARY 14: Miss Kathryn Lewis, daughter of CIO leader John L. Lewis, and his executive assistant, made one of her rare public appearances in a discussion of "Labor's Social Outlook," 10:15-10:30 p.m.

FEBRUARY 15: Assistant Secretary of State A. A. Berle Jr., spoke before 1,000 delegates of the first of three Pan-American Conferences sponsored by the New York *Herald Tribune* on "Diplomatic Defenses of the Inter-Americas," 3:35-4:00 p.m.

FEBRUARY 24: Prime Minister Neville Chamberlain's report to the British empire on the progress of the war was broadcast over the Columbia network, 10:00-10:56 a.m.

FEBRUARY 24: Adolf Hitler was heard speaking at the celebration of the twentieth anniversary of the National Socialist Party, in Munich, 2:23-3:25 p.m.

FEBRUARY 26: New Hampshire's Senator H. Styles Bridges was interviewed on "Negro Hospitalization" by the Rev. Amos H. Carnegie, 3:35-3:45 p.m.

SPECIAL EVENTS

FEBRUARY 6: From a special booth on New Orleans' celebrated Canal Street a staff of CBS announcers gave the nation a first-hand account of the final day of Louisiana's week-long Mardi Gras, 3:15-3:30 p.m.

FEBRUARY 9: CBS Sports Announcer Ted Husing brought a colorful description of the Penn A. C. Relays, 11:15-11:30 p.m.

FEBRUARY 10: Representative-at-Large T. V. Smith of Illinois spoke on "Lincoln: Man and Myth," 11:30-11:45 p.m.

FEBRUARY 12: National Commander Raymond Kelly of the American Legion and Mrs. William Corwith, national president of the Auxiliary, spoke from Lincoln's Tomb at Springfield, Ill., on a Lincoln Memorial Program during annual Legion pilgrimage, 3:35-4:00 p.m.

FEBRUARY 20: Carleton Washburne and Floyd W. Reeves keynoted the Progressive Education Association's convention in two radio talks focusing the nation's attention on the cultural and economic problems of its youth, 4:00-4:15 p.m.

FEBRUARY 20: Dr. Karl T. Compton, Massachusetts Institute of Technology president, spoke on plans for nation-wide observance of the American patent system's 150th anniversary, 6:15-6:30 p.m.

FEBRUARY 21: George Washington's record as a Mason was the subject of an address by Dr. Edgar C. Powers, Supreme Council chaplain, Ancient and Accepted Scottish Rite of Masonry, 10:15-10:30 p.m.

FEBRUARY 22: Running of the Santa Anita Derby, one of the most spectacular and important events of the racing season, was described over the Columbia network by veteran racing announcer Joe Hernandez from a commanding position in a booth atop the Santa Anita stands, 7:15-7:30 p.m.

FEBRUARY 23: World-wide observance of International Day was marked by a Columbia coast-to-coast broadcast of three addresses on the role of women in war and peace, 4:00-4:15 p.m.

FEBRUARY 24: Benjamin J. Graham, retiring president of the American Association of School Superintendents, gave a talk on the problems of educating the nation's children, 10:15-10:30 p.m.

FEBRUARY 27: Dr. Edgar Mayer, Associate Professor of Clinical Medicine at Cornell Medical School and chairman of the associate medical advisory board of the National Jewish Hospital in Denver, Colorado, spoke on the 40th anniversary plans of that institution, 3:35-3:45 p.m.

FEBRUARY 28: Henry H. Hill, Lexington, Kentucky, Superintendent of Schools, officiated at a broadcast entitled "Education for Safety," from the 70th annual national conference of the American Association of School Administrators, 10:15-10:30 p.m.

SERIOUS MUSIC

FEBRUARY 10: The Arion Male Chorus of forty singers, directed by Herbert Fiss, made its initial appearance over the Columbia network in a varied program of arrangements and original compositions for male chorus, including two groups by German composers, 1:00-1:30 p.m.

FEBRUARY 24: A program of sacred works and spirituals was given by the Westminster Choir from Detroit in its third annual CBS broadcast, 1:00-1:30 p.m.

FEBRUARY 25: A program of classical music in behalf of Catholic Charities was given by operatic singers and The Blessed Sacrament Choir, 12:30-1:00 p.m.

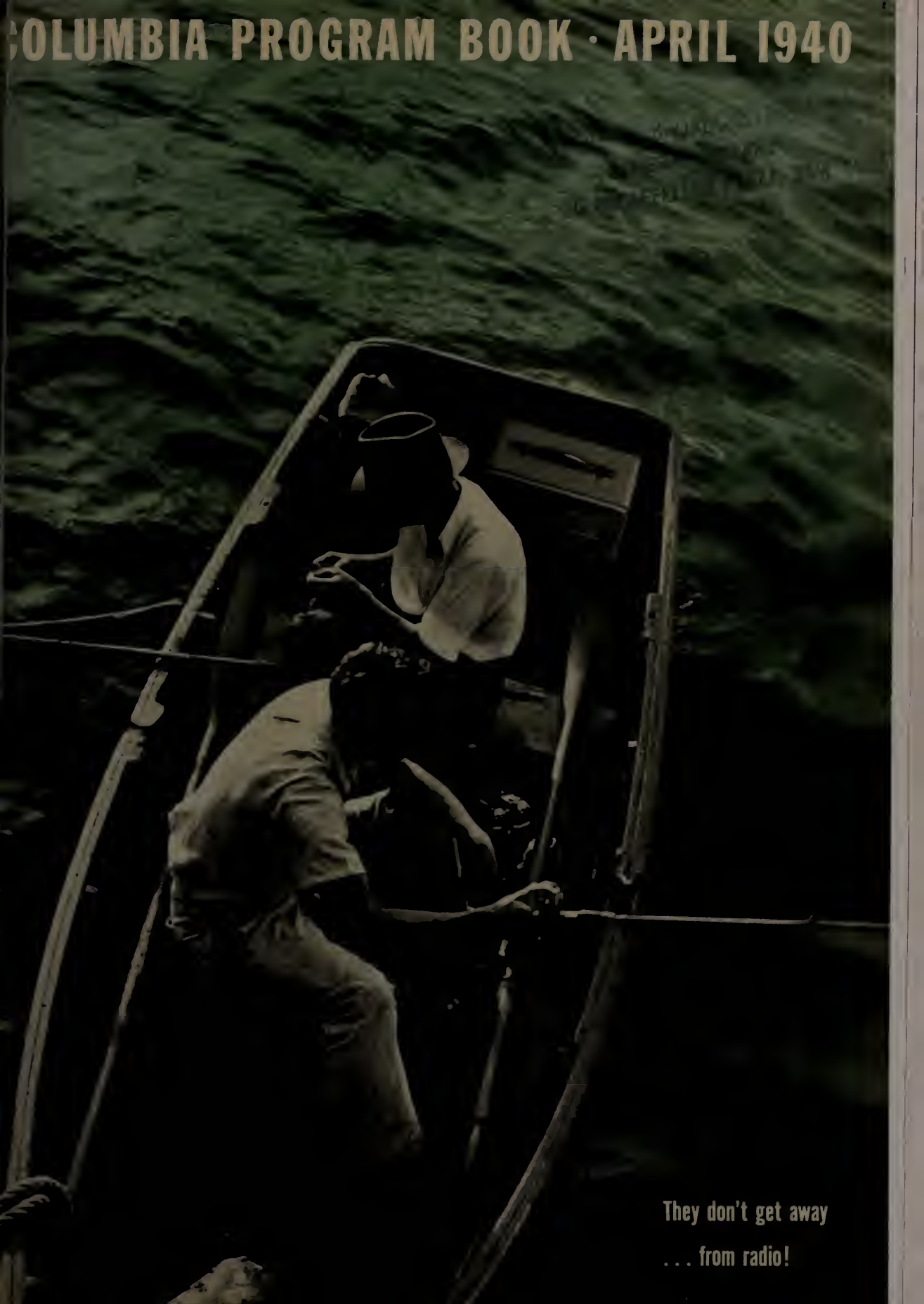




THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 435 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 110 North Michigan Avenue, Chicago • 902 Fisher Building,
Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder
Building, Charlotte, North Carolina • 317 Earle Building, Washington • Columbia
Square, Hollywood • Palace Hotel, San Francisco • 11 Langham Place, W. 1, London

COLUMBIA PROGRAM BOOK · APRIL 1940



They don't get away
... from radio!



APRIL 1940
NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 15

WABC SPONSORED PROGRAMS: pp. 15 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

■ AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 7

■ CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco . . Page 3

AXTON-FISHER TOBACCO COMPANY:
Twenty Grand Cigarettes . . . Page 13

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 10

PENN TOBACCO COMPANY:
Kentucky Club Pipe Tobacco . . Page 10

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 10

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 12

STEPHANO BROTHERS:
Marvels Cigarettes Page 14

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco . . . Page 13

■ CONFECTIONERY

DOUBLEMINT GUM:
Doublemint Gum Page 7

SPEARMINT GUM:
Spearmint Gum Page 12

■ DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe Page 3

ANACIN COMPANY:
Anacin Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 13

BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:

Italian Balm, Dreskin,
Coolies, D.D.D., Hand Cream . . Page 4

CHAMBERLAIN LABORATORIES, INC.:

Chamberlain Lotion Page 13

CHESEBROUGH MANUFACTURING COMPANY:

Vaseline Preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:

(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave . . . Page 5
Cue Liquid Dentifrice Page 5
Cashmere Bouquet Products,
Halo, Palmolive Soap,
Colgate Tooth Powder . . . Pages 5, 6

COLONIAL DAMES, INC.:

Cosmetics Page 14

LADY ESTHER LTD.:

Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish . Page 9

THE LAMBERT COMPANY:

Listerine Products,
Prophylactic Brushes Page 9

LEHN & FINK PRODUCTS CORP.:

Hind's Honey & Almond Cream . Page 9

LEVER BROTHERS COMPANY:

(See also Foods; Laundry Soaps)
Lux Toilet Soap Page 9

LOS ANGELES SOAP COMPANY:

White King Soap,
Sierra Pine Toilet Soap Page 14

MENNEN COMPANY:

Mennen Shave Products Page 14

THE PROCTER & GAMBLE COMPANY:

(See also Laundry Soaps; Foods)
Teel, Drene, Ivory Page 11

■ FOODS & BEVERAGES

ALBERS BROS. MILLING CO.:

Friskies Dog Food Page 13

BOWEY'S, INC.:

Dari-Rich Products Page 3

CALIFORNIA FRUIT GROWERS EXCHANGE:

Sunkist Oranges, Lemons . . . Page 4

CAMPBELL SOUP COMPANY:

Campbell's Soups.
Beans, and Tomato Juice . . . Pages 4, 13
Franco-American Spaghetti . . . Page 4

CHOCOLATE PRODUCTS COMPANY:

Syrups Page 15

CONTINENTAL BAKING COMPANY, INC.:

Wonder Bread, Hostess Cake . . . Page 6

CORN PRODUCTS SALES CO.:

(See also Laundry Soaps)
Kre-Mel Dessert, Mazola Salad &
Cooking Oil, Karo Table Syrup,
Argo Corn Starch for Puddings . . . Page 6

GENERAL FOODS CORPORATION:

(See also Laundry Soaps)
Grape Nuts, Sanka, Diamond Crystal
Salt, Calumet Baking Powder,
Swansdown Cake Flour,
Minute Tapioca, Postum . . . Pages 7, 8

GENERAL MILLS, INC.:

Wheaties, Corn Kix Pages 8, 14
Gold Medal Flour Page 13

HAWAIIAN PINEAPPLE COMPANY:

Dole Pineapple Juice, Gems . . . Page 8

GEO. A. HORMEL & COMPANY,

MAKERS OF SPAM:
Spam Page 8

KNOX GELATINE COMPANY:

Knox Sparkling Gelatine . . . Page 14

LEVER BROTHERS COMPANY:

(See also Drugs; Laundry Soaps)
Spry Page 9

NEHI CORPORATION:

Royal Crown Cola Page 10

PEPSI-COLA COMPANY:

Pepsi-Cola Page 10

PET MILK SALES CORPORATION:

Pet Evaporated Milk Page 10

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Laundry Soaps)
Crisco Page 11

PURITY BAKERIES SERVICE CORP.:

Taystee Bread Page 12

SEALTEST, INC.:

Sealtest System Page 12

STERLING PRODUCTS, INC.:

Ironized Yeast Page 12

LAUNDRY SOAPS & ACCESSORIES**COLGATE-PALMOLIVE-PET COMPANY:**

(See also Toilet Goods)
Concentrated Super Suds,
Octagon Products Page 5

CORN PRODUCTS SALES CO.:

(See also Foods)
Linit Page 6

THE CUDAHY PACKING COMPANY:

Old Dutch Cleanser Page 6

GENERAL FOODS CORPORATION:

(See also Foods)
La France, Satina Page 8

LEVER BROTHERS COMPANY:

(See also Drugs; Foods)
Rinso Page 9

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Foods)
Ivory, Oxydol, Chipso Page 11

LUBRICANTS**AMERICAN OIL COMPANY:**

Amoco-Gas, Orange American Gas Page 3

ETHYL GASOLINE CORPORATION:

Ethyl Gasoline Page 7

GULF OIL CORPORATION:

Motor Oil and Gas Page 8

THE PURE OIL COMPANY:

Petroleum Products Page 11

SINCLAIR REFINING COMPANY:

Sinclair Oil and Gas Page 12

TEXAS COMPANY:

Texaco Products Page 12

UNION OIL COMPANY:

Union 76 Gasoline, Triton
Motor Oil Page 14

MISCELLANEOUS**COMMERICAL CREDIT COMPANY:**

Automobile Finance Service . . . Page 6

EVERSHARP, INC.:

Eversharp Pens and Pencils . . . Page 7

INTERNATIONAL SILVER COMPANY:

International Sterling and
1847 Rogers Bros. Silverplate . . . Page 9

NATIONAL LEAD COMPANY:

Dutch Boy Paints Page 14

PRUDENTIAL INSURANCE COMPANY**OF AMERICA:**

Insurance Services Page 11

All time listed on the following pages is current New York time unless otherwise indicated.

AFFILIATED PRODUCTS, INC. The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample Hummert, Inc.</i>	373 Weeks
AMERICAN OIL COMPANY The Human Side of the News by Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 46 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>	88 Weeks
AMERICAN TOBACCO COMPANY Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i> Ben Bernie and All the Lads with Lew Lehr, Dinah Shore, and the Bailey Sisters <i>Music and comedy</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast 12 mid.-12:45 a.m.</i> 102 CBS stations ORIGINATES: WABC Sunday 5:30-6:00 p.m. <i>Rebroadcast 12:00-12:30 a.m.</i> Beginning April 10 Wednesday 8:00-8:30 p.m. <i>Rebroadcast 12:00-12:30 a.m.</i> 54 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i> Half & Half Smoking Tobacco <i>Young & Rubicam, Inc.</i>	204 Weeks
ANACIN COMPANY Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 37 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample Hummert, Inc.</i>	157 Weeks
BAYER COMPANY Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 54 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample Hummert, Inc.</i>	235 Weeks
BOWEY'S, INC. News and Rhythm with Todd Hunter, reporter; Dave Bacal, instrumentalist, and Carl Hohengarten's Orchestra <i>Talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast 2:30-2:55 p.m.</i> 32 CBS stations ORIGINATES: WBBM	Dari-Rich Products <i>Sorensen & Company</i>	44 Weeks

BROWN & WILLIAMSON TOBACCO CORPORATION

Paul Sullivan Reviews the News

News

Sun. thru Fri.
11:00-11:15 p.m.
Rebroadcasts
12:00-12:15 a.m.
1:00-1:15 a.m.
Beginning April 26
Mon. thru Fri.
6:30-6:45 p.m.
Rebroadcasts
7:15-7:30 p.m.
1:00-1:15 a.m.
39 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes
Batten, Barton, Durstine & Osborn, Inc.

79 Weeks

CALIFORNIA FRUIT GROWERS EXCHANGE

Sunkist Presents Hedda Hopper's Hollywood

Film news and interviews

Mon., Wed., Fri.
6:15-6:30 p.m.
29 CBS stations
ORIGINATES: KNX

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

47 Weeks

CAMPANA SALES COMPANY

First Nighter

with Barbara Luddy and Les Tremayne

Original drama at the "Little Theatre off Times Square"

Friday
9:30-10:00 p.m.
54 CBS stations
ORIGINATES: WBBM

Campana Hand Cream
Italian Balm
Dreskin
Coolies
D.D.D.

Aubrey, Moore & Wallace, Inc.

114 Weeks

CAMPBELL SOUP COMPANY

Campbell's Short Short Story

Short story dramatizations

Amos 'n' Andy

Serial comedy-drama

Mon., Wed., Fri.
11:00-11:15 a.m.
47 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
59 CBS stations
ORIGINATES: KNX

Campbell's Tomato Juice
Ward Wheelock Company

Campbell's Soups
Ward Wheelock Company

277 Weeks

Life Begins

with Bess Flynn

Dramatic serial

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
2:30-2:45 p.m.
57 CBS stations
ORIGINATES: WABC

Lanny Ross

Songs

Mon., Wed.,
Thurs., Fri.
(Beginning April 30
Mon. thru Fri.)
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
54 CBS stations
ORIGINATES: WABC

Franco-American
Spaghetti
Ruthrauff & Ryan, Inc.

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED Dr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX	Vaseline Preparations <i>McCann-Erickson, Inc.</i>	73 Weeks
CHRYSLER CORPORATION Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i>	212 Weeks
COLGATE-PALMOLIVE-PEET COMPANY Colgate Ask-It Basket with Jim McWilliams <i>Variety quiz program</i> Strange As It Seems <i>Dramatizations of unusual facts</i> Gang Busters <i>Police-file dramatizations</i> Wayne King's Orchestra with Buddy Clark, baritone <i>Popular music</i> Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 62 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 64 CBS stations ORIGINATES: WABC Saturday 8:30-8:55 p.m. 66 CBS stations 29 CBC stations ORIGINATES: WBBM Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 77 CBS stations ORIGINATES: WABC	Colgate Dental Cream <i>Benton & Bowles, Inc.</i> Palmolive Shave Cream Palmolive Brushless Shave <i>Benton & Bowles, Inc.</i> Cue Liquid Dentifrice <i>Benton & Bowles, Inc.</i> Cashmere Bouquet Products Halo <i>Benton & Bowles-Chicago, Inc.</i> <i>Lord & Thomas, Toronto</i> Octagon Products <i>Benton & Bowles, Inc.</i> Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i>	220 Weeks

**COLGATE-PALMOLIVE-PEET
COMPANY** *Continued*

Hilltop House

starring Bess Johnson

Serial drama

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:30-4:45 p.m.
77 CBS stations
ORIGINATES: WABC

Palmolive Soap
Benton & Bowles, Inc.

220 Weeks

Stepmother

Serial drama

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder
*Benton & Bowles-
Chicago, Inc.*

COMMERCIAL CREDIT COMPANY

Bob Trout

News

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcast
Mon. and Wed.
11:55-12:00 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

1 Week

CONTINENTAL BAKING CO., INC.

Pretty Kitty Kelly

Serial drama

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
4:00-4:15 p.m.
45 CBS stations
ORIGINATES: WABC

Wonder Bread
Hostess Cake
Benton & Bowles, Inc.

273 Weeks

Sky Blazers

with Col. Roscoe Turner, MC

Dramatizations

Saturday
7:30-8:00 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: WABC

Wonder Bread
Benton & Bowles, Inc.

CORN PRODUCTS SALES COMPANY

Society Girl

starring Charlotte Manson

Dramatic serial

Mon. thru Fri.
3:00-3:15 p.m.
48 CBS stations
ORIGINATES: WABC

Kre-Mel Dessert
Linit
Mazola Salad & Cooking
Oil
Karo Table Syrup
Argo Corn Starch for
Puddings
Hellwig-Miller Company

272 Weeks

THE CUDAHY PACKING COMPANY

Bachelor's Children

Serial drama

Mon. thru Fri.
9:45-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser
*Roche, Williams &
Cunningham, Inc.*

274 Weeks

DOUBLEMINT GUM Melody Ranch with Gene Autry <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: KNX	Doublemint Gum <i>J. Walter Thompson Company</i>	406 Weeks
ETHYL GASOLINE CORPORATION Tune-Up Time starring Tony Martin, Andre Kostelanetz's Orchestra, and chorus <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: KNX	Ethyl Gasoline <i>Batten, Barton, Durstine & Osborn, Inc.</i>	58 Weeks
EVERSHARP, INC. Take It or Leave It with Bob Hawk, MC <i>Quiz</i> (Beginning April 21)	Sunday 10:00-10:30 p.m. <i>Rebroadcast</i> 12:30-1:00 p.m. 27 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils <i>The Biow Company</i>	26 Weeks
FORD MOTOR COMPANY Sunday Evening Hour Ford Symphony Orchestra and Chorus, with Eugene Ormandy and Victor Kolar, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR	Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i>	311 Week
GENERAL FOODS CORPORATION Kate Smith Hour with Kate Smith, Abbott and Costello, Ted Collins, Ted Straeter Singers, Jack Miller's Orchestra, Minerva Pious, and guests <i>Music, comedy, and drama</i> We, the People with Gabriel Heatter, Harry von Zell and Guests <i>Real-life experiences</i> Kate Smith Speaks; News <i>Talks and news</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 77 CBS stations ORIGINATES: WABC Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 78 CBS stations ORIGINATES: WABC Mon. thru Fri. 12:00-12:15 p.m. 66 CBS stations ORIGINATES: WABC	Grape Nuts <i>Young & Rubicam, Inc.</i> Sanka <i>Young & Rubicam, Inc.</i> Diamond Crystal Salt Calumet Baking Powder Swans Down Cake Flour <i>Benton & Bowles, Inc.</i> <i>Young & Rubicam, Inc.</i>	253 Week

GENERAL FOODS CORPORATION*Continued***My Son and I**with Betty Garde and
Kingsley Colton*Serial drama***Joyce Jordan, Girl Interne***Serial drama*Mon. thru Fri.
2:45-3:00 p.m.
67 CBS stations
ORIGINATES: WABCMon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
51 CBS stations
ORIGINATES: WABCCalumet Baking Powder
Swans Down Cake Flour
Young & Rubicam, Inc.

253 Weeks

La France
Satina
Minute Tapioca
*Young & Rubicam, Inc.***GENERAL MILLS, INC.****By Kathleen Norris***Dramatization of her novels***Billy and Betty***Serial drama*

(This series ends April 19)

Mon. thru Fri.
5:00-5:15 p.m.
30 CBS stations
ORIGINATES: WABCMon. thru Fri.
5:15-5:30 p.m.
Rebroadcast
6:00-6:15 p.m.
14 CBS stations
ORIGINATES: WABCWheaties
Knox Reeves
Advertising, Inc.

485 Weeks

Corn Kix
Blackett-Sample
*Hummert, Inc.***GULF OIL CORPORATION****Gulf Screen Guild Theatre**with Roger Pryor, MC,
screen stars as guests,
and Oscar Bradley's Orchestra*Variety and drama*

(This series ends April 21)

Adventures of Ellery Queen*Detective dramatizations*

(Beginning April 28)

Sunday
7:30-8:00 p.m.
67 CBS stations
ORIGINATES: KNXSunday
7:30-8:00 p.m.
66 CBS stations
ORIGINATES: WABCMotor Oil and Gas
Young & Rubicam, Inc.

320 Weeks

HAWAIIAN PINEAPPLE COMPANY**Al Pearce and His Gang**with Arlene Harris, Marie and
Her Merry Men, and Carl Hoff's
Orchestra*Music and comedy*

(This series ends April 3)

Wednesday
3:00-3:30 p.m.
Rebroadcast
12:00-12:30 a.m.
63 CBS stations
ORIGINATES: KNXDole Pineapple Juice
Gems
N. W. Ayer & Son, Inc.

64 Weeks

**GEORGE A. HORMEL & COMPANY,
MAKERS OF SPAM****It Happened in Hollywood**with Betty Jane Rhodes, John Conte,
guest stars, and Eddie Dunstedter's
Orchestra*Musical variety*Mon. thru Fri.
5:30-5:45 p.m.
Beginning April 29
3:15-3:30 p.m.
38 CBS stations
ORIGINATES: KNXSpam
Batten, Barton,
Durstine & Osborn, Inc.

134 Weeks

INTERNATIONAL SILVER COMPANY Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars <i>Drama</i>	Sunday 6:00-6:30 p.m. 53 CBS stations 30 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i>	107 Weeks
LADY ESTHER, LTD. Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i>	329 Weeks
THE LAMBERT COMPANY Grand Central Station <i>Dramatic programs</i>	Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC	Listerine Products Prophylactic Brushes <i>Lambert & Feasley, Inc.</i>	143 Weeks
LEHN & FINK PRODUCTS CORPORATION Burns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Truman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	Hind's Honey and Almond Cream <i>William Esty & Company, Inc.</i>	224 Weeks
LEVER BROTHERS COMPANY Big Town starring Edward G. Robinson with Ona Munson <i>Dramatic</i> Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> Big Sister with Alice Frost, Martin Gabel, and Zasu Pitts <i>Serial drama</i> Aunt Jenny's Real Life Stories <i>Dramatic sketches</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX Monday 9:00-10:00 p.m. 63 CBS stations 29 CBC stations ORIGINATES: KNX Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00 2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15 2:30 p.m. 65 CBS stations ORIGINATES: WABC	Rinso <i>Ruthrauff & Ryan, Inc.</i> Lux Toilet Soap <i>J. Walter Thompson Company</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Spry <i>Ruthrauff & Ryan, Inc.</i>	213 Weeks

LIGGETT & MYERS TOBACCO COMPANY Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle <i>Popular music</i>	Tues., Wed., Thurs. 10:00-10:15 p.m. 94 CBS stations ORIGINATES: ON TOUR	Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i>	376 Weeks
NEHI CORPORATION Believe It Or Not with Robert Ripley <i>Drama and music</i>	Friday 10:30-11:00 p.m. 89 CBS stations ORIGINATES: WABC	Royal Crown Cola <i>Batten, Barton, Durstine & Osborn, Inc.</i>	34 Weeks
PENN TOBACCO COMPANY Vox Pop Parks and Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 49 CBS stations ORIGINATES: WABC	Kentucky Club Pipe Tobacco <i>Ruthrauff & Ryan, Inc.</i>	26 Weeks
PEPSI-COLA COMPANY News (Beginning April 30)	Tues., Thurs., Sat. 6:00-6:05 p.m. <i>Rebroadcasts</i> 10:55-11:00 p.m. 11:00-11:05 p.m. 112 CBS stations ORIGINATES: WABC	Pepsi-Cola <i>Newell-Emmett Co., Inc.</i>	17 Weeks
PET MILK SALES CORPORATION Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i> Mary Lee Taylor home economist <i>Household advice</i>	Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX	Pet Evaporated Milk <i>Gardner Advertising Company</i> Pet Evaporated Milk <i>Gardner Advertising Company</i>	333 Weeks 333 Weeks
PHILIP MORRIS & COMPANY, LTD. Johnny Presents Johnny Green's Orchestra, Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interlude</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 78 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes <i>The Biow Company, Inc.</i>	190 Weeks

THE PROCTER & GAMBLE CO. Professor Quiz with Bob Trout <i>Questions and answers</i> Truth and Consequences <i>Quiz</i> The Goldbergs <i>Serial drama</i> Life Can Be Beautiful <i>Serial drama</i> Right to Happiness <i>Serial drama</i> Road of Life <i>Serial drama</i> Manhattan Mother <i>Serial drama</i> (This series ends April 5) Jimmie Fidler <i>Hollywood news reporter</i> (This series ends April 23)	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 9:00-9:30 p.m. Beginning April 30 Tuesday 9:30-10:00 p.m. 51 CBS stations ORIGINATES: WABC Saturday 9:45-10:15 p.m. 4 CBS stations ORIGINATES: WABC Mon. thru Fri. 1:00-1:15 p.m. 24 CBS stations ORIGINATES: WABC Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC Mon. thru Fri. 1:30-1:45 p.m. 36 CBS stations ORIGINATES: WBBM Mon. thru Fri. 1:45-2:00 p.m. 26 CBS stations ORIGINATES: WBBM Mon. thru Fri. 4:30-4:45 p.m. 9 CBS stations ORIGINATES: WABC Tuesday 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 58 CBS stations ORIGINATES: ON TOUR	Teel Drene <i>H. W. Kastor & Sons</i> Ivory Soap <i>Compton Advertising, Inc.</i> Oxydol <i>Blackett-Sample-Hummert, Inc.</i> Ivory <i>Compton Advertising, Inc.</i> Crisco <i>Compton Advertising, Inc.</i> Chipso <i>Pedlar & Ryan, Inc.</i> Chipso <i>Pedlar & Ryan, Inc.</i> Drene <i>H. W. Kastor & Sons</i>	283 Week
PRUDENTIAL INSURANCE COMPANY OF AMERICA When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 51 CBS stations ORIGINATES: WABC	Insurance Services <i>Benton & Bowles, Inc.</i>	44 Weeks
THE PURE OIL COMPANY Kaltenborn Edits the News <i>News analysis</i> (This series ends April 26)	Mon., Wed., Fri. 6:30-6:45 p.m. 35 CBS stations ORIGINATES: WABC	Petroleum Products <i>Leo Burnett Company, Inc.</i>	58 Weeks

PURITY BAKERIES SERVICE CORP.

Smilin' Ed McConnell

Songs and talks

(This series ends April 12)

Mon. thru Fri.
4:45-5:00 p.m.
18 CBS stations
ORIGINATES: WBBM

Taystee Bread
Campbell-Mithun, Inc.

50 Weeks

R. J. REYNOLDS TOBACCO COMPANY

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
98 CBS stations
ORIGINATES: KNX

Camel Cigarettes
Prince Albert Smoking
Tobacco
*William Esty &
Company, Inc.*

360 Weeks

SEALTEST, INC.

Your Family and Mine

Serial drama

(This series ends April 26)

Mon. thru Fri.
2:30-2:45 p.m.
36 CBS stations
ORIGINATES: WABC

Sealtest System of
Laboratory Control
of Milk and Ice Cream
McKee & Albright, Inc.

48 Weeks

SINCLAIR REFINING COMPANY

The World Today

European news

Mon., Wed., Fri.
6:45-7:00 p.m.
67 CBS stations
ORIGINATES: WABC,
WJSV AND EUROPE

Sinclair Oil and Gas
*Federal Advertising
Agency, Inc.*

20 Weeks

SPEARMINT GUM

Scattergood Baines

Serial drama

Mon. thru Fri.
5:45-6:00 p.m.
75 CBS stations
ORIGINATES: WBBM

Spearmint Gum
Neisser Meyerhoff, Inc.

406 Weeks

STERLING PRODUCTS, INC.

Court of Missing Heirs

Drama

Tuesday
8:30-8:55 p.m.
65 CBS stations
ORIGINATES: WABC

Ironized Yeast
Ruthrauff & Ryan, Inc.

27 Weeks

TEXAS COMPANY

Texaco Star Theatre

with Ken Murray, MC, Frances
Langford, Kenny Baker, Irene
Noblette Ryan, James Wallington,
and David Broekman's Orchestra;
Drama with Broadway and
Hollywood Stars: Burns Mantle,
commentator

Variety and drama

Wednesday
9:00-10:00 p.m.
88 CBS stations
ORIGINATES: KNX
AND WABC

Texaco products
Buchanan & Co.

148 Weeks

SPONSOR	TIME	PRODUCT AND AGENCY	WEEKS
U. S. TOBACCO COMPANY Pipe Smoking Time with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 53 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>	252 Weeks
COLUMBIA MIDWESTERN NETWORK			
CHAMBERLAIN LABORATORIES, INC. Anson Weeks' Orchestra <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	Chamberlain Lotion <i>L. W. Ramsey Company</i>	43 Weeks
GENERAL MILLS, INC. Caroline's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Gold Medal Flour <i>Blackett-Sample-Hummert, Inc.</i>	485 Weeks
COLUMBIA PACIFIC NETWORK			
ALBERS BROS. MILLING CO. Adventures of Dr. Hunt <i>Dramatic series</i>	Sunday 2:30-2:45 p.m. PST ORIGINATES: KNX	Friskies Dog Food <i>Erwin, Wasey & Co.</i>	13 Weeks
AXTON-FISHER TOBACCO CO. Bob Garred Reporting <i>News</i>	Mon., Wed., Thurs., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX	Twenty Grand Cigarettes <i>McDougall & Weiss</i> <i>Advertising Agency</i>	28 Weeks
BATHASWEET CORPORATION Bob Garred Reporting <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products <i>H. M. Kieswetter</i> <i>Advertising Agency</i>	25 Weeks
CAMPBELL SOUP COMPANY Fletcher Wiley <i>Homespun commentary</i>	Mon., Wed., Fri. 10:45-11:00 a.m. PST Tues., Thurs. 12:15-12:30 p.m. PST ORIGINATES: KNX	Campbell's Tomato Juice <i>Ward Wheelock</i> <i>Company</i>	277 Weeks

COLONIAL DAMES, INC. Return to Romance with Frank Graham <i>Episodes in lives of famous women</i>	Sunday 2:45-3:00 p.m. PST ORIGINATES: KNX	Cosmetics <i>Glasser Advertising Agency</i>	16 Weeks
GENERAL MILLS, INC. (Sperry Flour Co.) My Children <i>Dramatic serial</i>	Mon. thru Fri. 8:45-9:00 a.m. PST ORIGINATES: KSFO	Wheathearts <i>Westco Advertising Agency Inc.</i>	485 Weeks
KNOX GELATINE COMPANY Bob Garred Reporting <i>News</i>	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX	Knox Sparkling Gelatine <i>Kenyon & Eckhardt</i>	49 Weeks
LOS ANGELES SOAP COMPANY Dealer in Dreams with Phil Stewart <i>Poetry and philosophy</i> Spelling Beeliner with Tom Breneman <i>Old-fashioned spelling bee</i>	Mon. thru Fri. 5:15-5:30 p.m. PST ORIGINATES: KNX Sunday 2:00-2:30 p.m. PST ORIGINATES: KNX	White King Soap <i>Raymond R. Morgan Co.</i> Sierra Pine Toilet Soap <i>Raymond R. Morgan Co.</i>	26 Weeks
MENNEN COMPANY Bob Garred Reporting <i>News</i> (This series ends April 12)	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX	Mennen Shave Products <i>H. M. Kieswetter Advertising Agency</i>	70 Weeks
NATIONAL LEAD COMPANY Answer Auction <i>Quiz</i>	Thursday 7:15-7:45 p.m. PST ORIGINATES: KNX	Dutch Boy Paints <i>Erwin, Wasey & Company</i>	7 Weeks
STEPHANO BROTHERS Sports Huddle with Tom Breneman and Braven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 7:45-8:00 p.m. PST ORIGINATES: KNX	Marvels Cigarettes <i>The Aitkin-Kynett Co.</i>	36 Weeks
UNION OIL COMPANY Union Oil Program <i>Opera and light opera in tabloid form</i> (This series ends April 25)	Thursday 9:30-10:00 p.m. PST ORIGINATES: KNX	Union 76 Gasoline Triton Motor Oil <i>Lord & Thomas</i>	26 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

COLUMBIA CALIFORNIA NETWORK

CHOCOLATE PRODUCTS COMPANY Stillicious Kids Quizaroo with Art Linkletter <i>Quiz</i>	Saturday 10:00-10:30 a.m. ORIGINATES: KNX AND KSFO	Syrups <i>The McCord Company, Inc.</i>	7 Weeks
WABC SPONSORED PROGRAMS			
AMERICAN TOBACCO COMPANY Your Hit Parade (Time and Tunes) <i>Two-and-one-half minute transcriptions</i>	Mon. thru Sat. AT 7:00 a.m., 1:00 a.m., 2:00 a.m.	Lucky Strike Cigarettes <i>Lord & Thomas</i>	204 Weeks
BOND STORES, INC. The Morning Almanac featuring Phil Cook	Mon., Wed., Fri. 7:15-7:30 a.m. Tues., Thurs., Sat. 7:30-7:45 a.m.	Men's Clothing <i>Neff-Rogow, Inc.</i>	22 Weeks
BROWN & WILLIAMSON CORP. Waite Hoyt <i>Sports review</i>	Tues., Thurs., Sat. 6:15-6:30 p.m.	Avalon Cigarettes <i>Russel M. Seeds, Inc.</i>	79 Weeks
BULOVA WATCH COMPANY Time Signals	Mon. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>	552 Weeks
GORDON BAKING COMPANY The Rising Sun (Series starts March 6)	Mon., Wed., Fri. 6:35-7:00 a.m.	Roman Meal Bread and other Bakery Products <i>Barton A. Stebbins</i>	28 Weeks
GRACE LINE, INC. Elmer Davis <i>News</i>	Mon., Wed., Fri. 6:30-6:45 p.m.	Steamship Service <i>Kelly, Nason Inc.</i>	12 Weeks
KRUG BAKING COMPANY Adelaide Hawley—Woman's Page of the Air	Mon., Wed., Fri. 8:45-9:00 a.m.	Bakery Products Coffee <i>Elmer L. Cline</i>	13 Weeks

THOMAS LEEMING & CO. Richard Maxwell <i>Hymns and talks</i> (This series ends April 12)	Mon., Wed., Fri. 3:45—4:00 p.m.	Baume Bengue Pacquin's Hand Cream <i>William Esty & Company, Inc.</i>	79 Weeks
LIGGETT DRUG COMPANY, INC. The Morning Almanac featuring Phil Cook	Mon., Wed., Fri. 7:30—7:45 a.m.	Liggett Drug Stores and Rexall Products <i>Neff-Rogow, Inc.</i>	64 Weeks
MELVILLE SHOE COMPANY Early Morning News	Mon. thru Sat. 7:45—8:00 a.m.	Thom McAn Shoes <i>Neff-Rogow, Inc.</i>	70 Weeks
OLSON RUG COMPANY Odd Side of the News	Tues., Thurs., Sat. 8:25—8:30 a.m.	Rugs <i>Presba, Fellers & Presba, Inc.</i>	26 Weeks
OXO (U. S. A.), LTD. Old Fashioned Favorites <i>Popular music</i>	Mon. thru Sat. 8:15—8:30 a.m.	Beef Cubes Meat Extracts <i>Platt-Forbes, Inc.</i>	16 Weeks
PEPSI-COLA COMPANY Have You Forgotten? <i>Popular music</i>	Mon. thru Sat. 8:20—8:25 a.m.	Pepsi-Cola <i>Newell-Emmett Company</i>	17 Weeks
QUAKER OATS COMPANY The Morning Almanac featuring Phil Cook	Tues. thru Sat. 8:30—8:45 a.m.	Aunt Jemina's Pancake Flour <i>Sherman K. Ellis, Inc.</i>	27 Weeks
RAPINWAX COMPANY Woman's Page of the Air with Adelaide Hawley (Beginning April 11)	Thursday 8:45—9:00 a.m.	Rapinwax Paper <i>W. I. Tracy</i>	Starts April 11
R. J. REYNOLDS TOBACCO COMPANY Home Games of New York Giants and Yankees <i>Eye-witness accounts by Mel Allen</i> (Beginning April 16)	Mon. thru Sat. approximately 3:15—5:30 p.m.	Camels Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i>	360 Weeks

*The figures indicate the total number of weeks in which the client has used CBS facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 18
3. SPECIAL EVENTS	Page 19
4. VARIETY	Page 20
5. DRAMATIC SERIES	Page 21
6. SERIOUS MUSIC	Page 21
7. RELIGIOUS BROADCASTS	Page 23
8. EDUCATIONAL PROGRAMS	Page 24
9. CHILDREN'S PROGRAMS	Page 26
10. PERSONALITIES	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: MARCH PROGRAMS	Page 29

**NEWS
BROADCASTS**

**News Summaries, Analyses
and Broadcasts from Europe**

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff reporters cover the European war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule:

News Broadcasts: Edward R. Murrow, Erland Echlin from London; William L. Shirer, Russell Hill from Berlin; Cecil Brown from Rome; Eric Sevareid, Thomas Grandin from Paris; Larry Leseur from R.A.F. headquarters somewhere in France; Miss Mary Marvin Breckinridge from Amsterdam; Edwin Hart- rich from Paris; Frank Stevens from Buchar- est; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washing- ton: 8:00-8:15 a.m., MONDAY THRU SATUR- DAY; 6:45-7:00 p.m., TUESDAY, THURSDAY AND SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.

News Summaries: 6:30 a.m., 3:30 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUES- DAY AND THURSDAY; 6:30, 11:00 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:55 p.m., 1:55 a.m., SUNDAY.

News Analyses: Linton Wells, Albert Warner, Major G. F. Eliot, 6:30-6:45 p.m., TUESDAY AND THURSDAY; Elmer Davis, 8:55-9:00 p.m., DAILY; Albert Warner, 6:05-6:15 p.m., SATUR- DAY.

Attorney General Jackson
9:30-10:00 p.m.
TUESDAY, APRIL 9

Attorney General Robert Jackson delivers the key address in the Boston Law School's tenth anniversary celebration.

President Roosevelt
12:00-12:15 p.m.
MONDAY, APRIL 15

President Roosevelt, introduced by Secretary of State Hull, discusses inter-American rela- tions on a Pan-American Day program.

Thomas E. Dewey
10:15-10:45 p.m.
SATURDAY, APRIL 20

New York City's District Attorney is heard in another of his series of campaign speeches— this time from Los Angeles.

**PUBLIC
AFFAIRS**

**PUBLIC
AFFAIRS**

Continued

President Roosevelt

10:45-11:00 p.m.

SATURDAY, APRIL 20

The President addresses gatherings of the Young Democrats throughout the country in a broadcast celebrating Jefferson's birthday.

Burton K. Wheeler

9:30-10:00 p.m.

TUESDAY, APRIL 23

Senator Burton K. Wheeler of Montana, prominent possibility for Democratic Presidential nomination, speaks from Chapel Hill, N.C.

Socialist Convention

10:00-10:30 a.m.

SATURDAY, APRIL 6

7:00-7:15 p.m.

SUNDAY, APRIL 7

Following a broadcast of the Socialist Convention's keynote speech by Professor Maynard E. Krueger on April 6, CBS broadcasts an interview of the Party's standard-bearer on Sunday, after the close of the Convention.

**SPECIAL
EVENTS**

Ring Eclipse of Sun

5:00-5:15 p.m.

SUNDAY, APRIL 7

CBS microphones ride above the clouds, as staff announcers describe the American Museum's scientific expedition during the Annular or Ring Eclipse of the Sun.

A. A. U. Championships

11:15-12:00 midnight

WEDNESDAY, APRIL 10

Ted Husing gives a rapid eye-witness account of the final rounds of the National A. A. U. boxing tournament in Boston.

Safety Council Award

10:45-11:00 p.m.

THURSDAY, APRIL 11

Edward G. Robinson receives a special award from the National Safety Council for his activities in behalf of accident prevention.

Herbert Hoover

10:45-11:00 p.m.

MONDAY, APRIL 29

Former president Herbert Hoover is heard in the dedication ceremonies of the Madison Square Boys' Club's new building in New York.

Salutes of the Americas

2:00-2:30 p.m.

EACH SUNDAY

This new World's Fair series of "Salutes of the Americas" features addresses by Government heads of twelve Latin-American countries, as well as a selection of each nation's distinctive music. Opening the series on April 7 will be Dr. Getulio Vargas, president of Brazil.

"The Pursuit of Happiness"

APPROXIMATELY 4:30 p.m.

EACH SUNDAY

(Immediately following

Philharmonic Broadcast)

This unique, spirited series is dedicated to the brightness and happiness in America's way of life. Each week the program features distinguished guests, who are introduced by Burgess Meredith, permanent master of ceremonies and one of America's most brilliant and versatile young actors. Mark Warnow's orchestra and Lyn Murray's chorus furnish music for the program. Norman Corwin directs and Eric Barnouw writes the script.

APRIL 7: Roy Atwell in sketch about census-takers by Nat Curtis; Rex Ingram in Langston Hughes' dramatization of life of Booker T. Washington.

APRIL 14: Orson Welles in "My Little Boy" by Carl Ewald; repeat performance of "A Cow in the Trailer" by Jerome Moross; comedians from "Reunion in New York."

APRIL 21: Premieres of "American Baby" by Perry Lafferty and "Paul Revere's Ride" by Paul Belanger.

Columbia Gay Nineties Revue

10:30-11:00 p.m.

EACH SATURDAY

EXCEPT APRIL 20

Columbia entertainers get into bowlers and bustles and revert to the songs and comedy of the nineties. Veteran songwriter Joe Howard introduces soprano Genevieve Rowe, soubrette comedienne Beatrice Kay, Billy Greene, the Four Clubmen, Frank Lovejoy, and the Floradora girls. Ray Bloch is the conductor, Al Rinker the producer.

Choose Up Sides

5:00-5:30 p.m.

EACH SUNDAY

BEGINNING APRIL 14

Sports experts vie in this novel quiz program about all the games that Americans play. Famous athletes and distinguished commentators will compete in the question-and-answer tourneys.

John Kirby's Orchestra with Maxine Sullivan

5:30-6:00 p.m.

EACH SUNDAY

Maxine Sullivan, famous for her swing version of "Loch Lomond," joins John Kirby's six-piece band in a new program of songs and "Jazz chamber music." The Golden Gate Quartet participates with Negro spirituals.

**DRAMATIC
SERIES**

Ellery Queen

10:00-10:30 p.m.

SUNDAY, APRIL 7 AND 14

The adventures of Ellery Queen and his copper-haired assistant Nikki are dramatized before a jury of guest "armchair detectives." George Zachary directs; Lyn Murray composes and conducts the music.

Columbia Workshop

10:15-10:45 p.m.

EACH THURSDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Douglas Coulter supervises production of the plays and selection of scripts.

APRIL 4: "My Client, Curly," by Lucille Fletcher Herrmann, adapted by Norman Corwin.

APRIL 11: To be announced.

APRIL 18: "Three Strikes, You're Out," by Vernon Delston.

APRIL 25: "America Was Promises," by Archibald MacLeish; score by Nicholas Nabokoff.

**SERIOUS
MUSIC**

New York Philharmonic-Symphony Orchestra

AT 3:00 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its tenth consecutive year of broadcasting as an exclusive Columbia network feature. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, and Deems Taylor, CBS music consultant, is intermission commentator.

APRIL 7: *All-Stravinsky* program. Igor Stravinsky conducting: Suites from "Petrouchka." "The Firebird"; "The Rite of Spring."

APRIL 14: *Bernard Herrmann's* "Moby Dick" (text arranged from Melville's novel by W. Clark Harrington); *Mozart's* Overture to "La Clemenza di Tito"; *Haydn's* Symphony in D Major.

Young People's Concerts

11:05 a.m.-12:15 p.m.

SATURDAY, APRIL 13

Rudolph Ganz conducts the Philharmonic-Symphony Orchestra in another of a series of concerts especially prepared for young people.

Cincinnati Conservatory

1:05 a.m.-12 noon
SATURDAY, APRIL 6, 20, 27
2:00-4:30 p.m.
MONDAY, APRIL 15 AND 22

The Cincinnati Conservatory of Music continues its sixth season of broadcasts over the Columbia network. A symphony orchestra and string orchestra perform on the programs. Alexander von Kreisler is regular conductor.

Curtis Institute of Music

1:00-4:30 p.m.
MONDAY, APRIL 1, 8, 29
10:30-11:00 p.m.
MONDAY, APRIL 15 AND 22
WEDNESDAY, APRIL 24

The Curtis Institute of Music presents a series of thirty Monday concerts in its eleventh season on the Columbia network. Faculty members and students perform in a symphony orchestra and in several chamber music groups. Alexander Hilsberg and Samuel Barber are guest conductors on April 15 and 22, respectively.

**"So You Think
You Know Music"**

8:30-8:55 p.m.
EACH SUNDAY

Ted Cott's amusing musiquiz returns by popular request. Leonard Liebbling judges the four contestants, two drawn from the world of professional musicians, two from the studio audience, competing for concert tickets, books, phonograph records.

Vera Brodsky

3:35-4:00 p.m.
EACH SATURDAY

Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this series of piano recitals.

Columbia Concert Orchestra

10:30-11:00 p.m.
MONDAY, APRIL 8
WEDNESDAY, APRIL 3, 10, 17

Columbia's Concert Hall features outstanding musicians in varied programs of serious music. Howard Barlow conducting.

**Salt Lake City
Tabernacle Choir**

12:30-1:00 p.m.
EACH SUNDAY

This world famous choir sings selections of religious music weekly from one of America's greatest auditoriums. Frank Asper, Tabernacle organist, accompanies the choir.

**Genevieve Rowe and
Columbia Concert Orchestra**

6:15-6:30 p.m.
EACH THURSDAY

Genevieve Rowe, popular CBS soprano, is heard with the Columbia Concert Orchestra in a fifteen-minute program of classical selections each Thursday evening.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In April:

APRIL 7: *Morning*: Rev. Charles M. Crowe, Centenary Methodist Church, St. Louis.

Afternoon: Very Rev. Joseph Hickey, Assistant General, Augustinian Order, Rome.

APRIL 14: *Morning*: Rev. Earl L. Douglass, D.D., Summit Presbyterian Church, Germantown, Pennsylvania.

Afternoon: Rev. Dr. D. de Sola Pool, Spanish and Portuguese Synagogue, New York City.

APRIL 21: *Morning*: Rev. Ernst F. Pihlblad, president, Bethany College, Lindsborg, Kansas (Lutheran).

Afternoon: Rev. Edward J. Hickey, Ph.D., Chancellor, Diocese of Detroit (Catholic).

APRIL 28: *Morning*: Rt. Rev. George Craig Stewart, Bishop of Chicago (Episcopal).

Afternoon: Mr. Arthur Perrow, former First Reader, Christian Science Church, Highland Park, Ill.

Passover Program

2:30-2:55 p.m.

SUNDAY, APRIL 21

A special Passover Service broadcast, under the auspices of the United Palestine Appeal, will be broadcast over CBS.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

APRIL 7: Dr. S. B. Simmons, executive secretary, National Farmers Association of America, Greensboro, N. C.

APRIL 14: Dr. J. C. Bruce, supervising principal, 13th Division Public Schools of District of Columbia, Washington.

APRIL 21: Dr. Carl G. Robert, Commission on Legislation, National Medical Association, Chicago.

APRIL 28: Rev. J. P. Reeder, corresponding secretary, Foreign Mission Board of National Baptist Convention of America, Columbia, S. C.

CBS ADULT EDUCATION BOARD

"Americans at Work" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

EDUCATIONAL PROGRAMS

Americans at Work

10:15-10:45 p.m.

EACH TUESDAY

CBS presents authentic accounts of many of the jobs which make up America's intricate industrial life. These programs are highlighted by colorful interviews of workers and craftsmen directly from laboratories, tunnels, shops, and offices all over the country. The schedule for April:

APRIL 2: Make-up Specialist.

APRIL 9: Circus Worker.

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems. In April:

APRIL 6: Business Recovery and Unemployment.

APRIL 13: Can the Americas Cooperate for World Peace?

APRIL 20: Can You Make People Think?

APRIL 27: Propaganda.

The Human Adventure

5:00-5:30 p.m.

EACH SATURDAY

This series dramatizes outstanding cultural and scientific achievements of the world's leading universities, presents the fruits of scholarly research in a clear, vivid style. The first two programs in April consider infantile paralysis and the origin of the earth.

EDUCATIONAL PROGRAMS

Continued

American School of the Air

9:15-9:45 a.m.

Rebroadcast

3:35-4:00 p.m.

MONDAY THRU FRIDAY

The American School of the Air, now in its eleventh year of broadcasting, is heard regularly in 150,000 classrooms. The April schedule:

MONDAYS—*Frontiers of Democracy*

APRIL 1: Face to Face by Telephone.

APRIL 8: Tomorrow's Newspaper.

APRIL 15: Printing by Radio.

APRIL 22: Planning for the World of Tomorrow.

TUESDAYS—*Folk Music of America*

APRIL 2: Poor Farmer Songs.

APRIL 9: "Blues" Songs.

APRIL 16 AND 23: Folk Music Submitted by Listeners.

WEDNESDAYS—*New Horizons*

APRIL 3: Fish—A Food for Thought.

APRIL 10: Insects—Friends or Foes.

APRIL 17: Reptiles—Then and Now.

APRIL 24: S. O. S. for a Continent.

THURSDAYS—*Tales from Far and Near*

APRIL 4: Coatsworth—"The Peddler's Cart."

APRIL 11: Ransome—"We Didn't Mean to Go to Sea."

APRIL 18: de la Mare: "Mr. Bumps and His Monkey."

APRIL 25: Meigs: "Wind in the Chimney."

FRIDAYS—*This Living World*

APRIL 5: Enforcing the Law.

APRIL 12: Our Civil Liberties.

APRIL 19: The Two-Party System.

APRIL 26: Making Democracy Work.

Which Way to Lasting Peace?

6:30-6:45 p.m.

EACH SATURDAY

This new series brings important phases of the problem of war and peace into public discussion, under the general supervision of Dr. James T. Shotwell, Professor of International Relations at Columbia University, who presides over each meeting.

Bull Session

4:00-4:30 p.m.

EACH SATURDAY

Students hold extemporaneous, informal discussions of problems raised in **Which Way to Lasting Peace?**

**EDUCATIONAL
PROGRAMS**

Highways to Health

1:15-4:30 p.m.

EACH WEDNESDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. April's schedule includes discussions of cancer, tuberculosis, and rheumatism.

Adventures in Science

1:15-4:30 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

Men Behind the Stars

1:15-4:30 p.m.

EACH FRIDAY

Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.

Of Men and Books

4:15-4:30 p.m.

EACH TUESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.

Democracy in Action

2:00-2:30 p.m.

EACH SUNDAY

This unusual program, presented by CBS in cooperation with the United States Office of Education, describes American housing in "Roof Over America," its current series.

Columbia's Country Journal

12:00-12:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.

"March of Games"

10:30-11:00 a.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this program originated by Natalie Purvin Prager, Nila Mack directing. Questions submitted by young listeners are posed to five equally young contestants, and prizes awarded. Arthur Ross, radio's youngest master of ceremonies, presides; Sybil Trent, 12, is "Miss Drum Major."

"Let's Pretend"

12:30-1:00 p.m.

EACH SATURDAY

The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.

**CHILDREN'S
PROGRAMS**

PERSONALITIES

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Richard Maxwell

9:00-9:15 a.m. SATURDAY

3:45-4:00 p.m.

MONDAY THRU FRIDAY

Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy on week-day afternoons and Saturday mornings.

Outdoors With Bob Edge

9:15-9:30 a.m.

EACH SUNDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts each Sunday.

LIGHT MUSIC

Concert in Rhythm

8:00-8:30 p.m.

EACH SUNDAY

Columbia's "Concert in Rhythm" orchestra presents original and arranged precision music in concert style and setting. The program features Raymond Scott's new orchestra, with vocalists Nan Wynn and Jack Leonard. Phil Cohan is producer.

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The CBS schedule of vocal programs for April includes broadcasts featuring Jack Leonard, Michael Loring, Genevieve Rowe, Nan Wynn.

**Golden Gate Quartet,
Four Clubmen**

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each has a distinctive style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for April:

Louis Armstrong	Ray Herbeck
Mitchell Ayres	Herbie Kay
Al Donahue	Sammy Kaye
Eddie Duchin	Clyde Lucas
George Duffy	Ray Noble
Ted Fiorito	Lonis Prima
Larry Funk	Orrin Tucker

Tommy Tucker

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts

10:15-10:25 a.m.
11:30-11:40 a.m.
1:30-1:45 p.m., 5:00-5:50 p.m.
5:50-6:00 p.m.
MONDAY THRU FRIDAY
11:00-12 noon
SATURDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

Hollywood News

MONDAY, 2:30-2:45 p.m.
TUESDAY, 8:15-8:30 p.m.
THURSDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Spanish, and Portuguese respectively.

News in Spanish

6:45-7:00 p.m.
MONDAY THRU SUNDAY (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
5:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero, (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

News in Portuguese

7:15-7:30 p.m.
MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

Feature Programs in Spanish

VARIOUS HOURS
MONDAY THRU FRIDAY

Columbia's short wave stations broadcast Carmen Castelo's American Travelogues in Spanish (Monday, 8:30-8:45 p.m.); her Broadway Column in Spanish (Friday, 7:30-7:45 p.m.); a feature women's program in Spanish, under the auspices of the Human Relations Committee of the National Council of Women (Tuesday and Thursday, 9:30-9:45 p.m.); and Americo Lugo-Romero in a quarter-hour digest of cultural news (Wednesday, 8:15-8:30 p.m.).

SPECIAL CBS BROADCASTS TO EUROPE

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

MARCH PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of March programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

MARCH 5: Representative Roy O. Woodruff (R) of Michigan delivered a special address from Washington on "Bureaucratic Tariff Making," 6:15-6:30 p.m.

MARCH 9: Representative Jack Nichols (D) of Oklahoma spoke from Washington in connection with the thirty-fifth annual Convention of the Rivers and Harbors Congress, 1:00-1:15 p.m.

MARCH 9: Senator Charles W. Tobey (R) of New Hampshire assailed the right of Federal census-takers to ask individuals about private incomes and home mortgages in an address titled "Census Snooping," 10:15-10:30 p.m.

MARCH 16: Queen Wilhelmina of Holland and President Franklin D. Roosevelt joined prominent churchmen in praise of the church as a medium for peace in a special hour-and-a-half broadcast.

The program, dedicated to the cause of world peace, was arranged under the auspices of the Foreign Missions Conference of North America. In addition to addresses by

the Queen and the President, the broadcast featured the singing of Marian Anderson and selections by the Westminster and Tuskegee Choirs, 2:00-3:30 p.m.

MARCH 19: Senator Arthur Capper (R) of Kansas replied to President Roosevelt's recent address on farm relief measures in a special broadcast from Washington. Capper, leading minority member of the Senate Agriculture and Forestry Committee, has been prominent in formulating Republican farm policies, 9:30-10:00 p.m.

MARCH 20: Mrs. Franklin D. Roosevelt reviewed the development of vocational service in an address from the 50th anniversary dinner of the Vocational Service for Juniors in New York City, 10:15-10:30 p.m.

MARCH 23: Representative Bertrand W. Gearhart (R) of California discussed reciprocal trade agreements in a broadcast from Washington, 10:15-10:30 p.m.

MARCH 26: Robert H. Hinckley, chairman of the Civil Aeronautics Authority, was heard over CBS in a talk from Salt Lake City, 6:15-6:30 p.m.

MARCH 30: Winston Churchill, First Lord of the Admiralty, reported to the British Empire on the progress of the war in a broadcast from London. He discussed the blockade of Germany and movement of food and supplies from English colonies to the British Isles, 3:20-3:40 p.m.

MARCH 30: Secretary of Labor Frances Perkins delivered a report from the Labor Department to the nation in a radio talk from Washington, 10:15-10:30 p.m.

SPECIAL EVENTS

MARCH 5: A swift dramatization of the "First Hundred Days" of President Roosevelt's administration highlighted a special CBS tribute to WJSV, Columbia station in Washington. The program, which was part of a week-long celebration of WJSV's increase in power from 10,000 to 50,000 watts, featured a number of WJSV "alumni," including Professor Quiz and Bob Trout, as well as prominent public figures, 9:30-10:00 p.m.

MARCH 16: Eamon de Valera, Prime Minister of Eire, was heard exclusively over the Columbia Network in a St. Patrick's Day message to Americans from Dublin, 4:45-5:00 p.m.

MARCH 23: America's best-dressed women, winners of the Fashion Academy Awards for 1940, were announced by Emil Alvin Hartman, director of the Academy, in an exclusive broadcast on the Columbia Network, 1:15-1:30 p.m.

MARCH 27: Leopold Stokowski was heard over CBS in an address in connection with the Latin American Tour of the All-American Youth Orchestra, which he will supervise, 10:15-10:30 p.m.

MARCH 29: Representative Edith Nourse Rogers of Massachusetts and Dr. Thomas Parran, Surgeon General of the United States, launched a national offensive against cancer with talks on "Cancer Control and the Public." The broadcast was the first step of a month-long educational campaign against cancer, 3:15-3:30 p.m.

SERIOUS MUSIC

MARCH 16: A program of traditional and modern hymns was broadcast over the Columbia Network by the Utica Free Academy A Cappella Choir, 50 mixed voices under the direction of Marcella Tally, 1:15-1:30 p.m.

MARCH 22, 25, 26, 27 AND 28: During Easter vacation, the American School of the Air's morning broadcast period was filled by a series of choral recitals by the Broad Street Church Choir of Columbus, St. Peter's Boys Choir of Philadelphia, Glee Club of Women's College of the University of North Carolina, Chestnut Hill College Glee Club, and Bennett College Choir of Greensboro, 9:15-9:45 a.m.

MARCH 22: The All Angels' Church Choir of New York City was heard in a Good Friday broadcast of devotional music, 11:30-12:00 midnight.





THE COLUMBIA BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit •
Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder Building, Charlotte, North Carolina •
817 Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

COLUMBIA PROGRAM BOOK · MAY 1940



66th KENTUCKY DERBY AT CHURCHILL DOWNS
... and another great exclusive sports broadcast by CBS!
Sponsored by the Gillette Safety Razor Co. (See Page 8)



MAY, 1940

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 15

WABC SPONSORED PROGRAMS: pp. 15 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 26

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

INDEX: COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 7

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes,
Half & Half Smoking Tobacco . . . Page 3

AXTON-FISHER TOBACCO COMPANY:
Twenty Grand Cigarettes . . . Page 13

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 10

PENN TOBACCO COMPANY:
Kentucky Club Pipe Tobacco . . . Page 10

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 11

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 12

STEPHANO BROTHERS:
Marvels Cigarettes Page 14

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco . . . Page 13

● CONFECTIONERY

DOUBLEMINT GUM:
Doublemint Gum Page 7

SPEARMINT GUM:
Spearmint Gum Page 12

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe Page 3

ANACIN COMPANY:
Anacin Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 14

BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:
Italian Balm, Dreskin,
Coolies, D.D.D., Hand Cream . . Page 4

CHAMBERLAIN LABORATORIES, INC.:
Chamberlain Lotion Page 13

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Cue Liquid Dentifrice Page 5

Cashmere Bouquet Products,
Halo, Palmolive Soap,
Colgate Tooth Powder Pages 5, 6

COLONIAL DAMES, INC.:
Cosmetics Page 14

GILLETTE SAFETY RAZOR COMPANY:
Safety Razors and Blades . . . Page 3

LADY ESTHER LTD.:
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish . Page 9

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 9

LEHN & FINK PRODUCTS CORP.:
Hind's Honey & Almond Cream . Page 9

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap Page 10

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Toilet Soap Page 14

MENNEN COMPANY:
Mennen Shave Products Page 15

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory Page 11

● FOODS & BEVERAGES

BOWEY'S, INC.:
Dari-Rich Products Page 3

CALIFORNIA FRUIT GROWERS EXCHANGE:

Sunkist Oranges, Lemons . . . Page 4

CAMPBELL SOUP COMPANY:

Campbell's Soups,
Beans, and Tomato Juice.
Franco-American Spaghetti . . . Page 4

CHOCOLATE PRODUCTS COMPANY:

Syrups Page 15

CONTINENTAL BAKING COMPANY, INC.:

Wonder Bread, Hostess Cake . . . Page 6

CORN PRODUCTS SALES CO.:

(See also Laundry Soaps)
Kre-Mel Dessert, Mazola Salad &
Cooking Oil, Karo Table Syrup,
Argo Corn Starch for Puddings . Page 6

GENERAL FOODS CORPORATION:

(See also Laundry Soaps)
Grape Nuts, Sanka, Diamond Crystal
Salt, Calumet Baking Powder,
Swansdown Cake Flour,
Minute Tapioca, Postum . . . Pages 7, 8

GENERAL MILLS, INC.:

Wheaties, Corn Kix Pages 8, 14
Gold Medal Flour Page 13

GEO. A. HORMEL & COMPANY,

MAKERS OF SPAM:

Spam Page 9

GREAT ATLANTIC & PACIFIC TEA CO.:

A & P Stores Page 13

KNOX GELATINE COMPANY:

Knox Sparkling Gelatine Page 14

LEVER BROTHERS COMPANY:

(See also Drugs; Laundry Soaps)
Spry Page 10

NEHI CORPORATION:

Royal Crown Cola Page 10

PEPSI-COLA COMPANY:

Pepsi-Cola Page 11

PET MILK SALES CORPORATION:

Pet Evaporated Milk Page 11

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Laundry Soaps)
Crisco Page 12

STERLING PRODUCTS, INC.:

Ironized Yeast Page 13

● **LAUNDRY SOAPS & ACCESSORIES**

COLGATE-PALMOLIVE-PEET COMPANY:

(See also Toilet Goods)
Concentrated Super Suds.
Octagon Products Page 5

CORN PRODUCTS SALES CO.:

(See also Foods)
Limit Page 6

THE CUDAHY PACKING COMPANY:

Old Dutch Cleanser Page 6

GENERAL FOODS CORPORATION:

(See also Foods)
La France, Satina Page 8

LEVER BROTHERS COMPANY:

(See also Drugs; Foods)
Rinso Page 10

THE PROCTER & GAMBLE COMPANY:

(See also Toilet Goods; Foods)
Ivory, Oxydol, Chipso Page 12

● **LUBRICANTS**

AMERICAN OIL COMPANY:

Amoco-Gas, Orange American Gas Page 3

ETHYL GASOLINE CORPORATION:

Ethyl Gasoline Page 7

GULF OIL CORPORATION:

Motor Oil and Gas Page 8

SINCLAIR REFINING COMPANY:

Sinclair Oil and Gas Page 12

TEXAS COMPANY:

Texaco Products Page 13

● **MISCELLANEOUS**

COMMERCIAL CREDIT COMPANY:

Automobile Finance Service . . . Page 6

EVERSHARP, INC.:

Eversharp Pens and Pencils . . . Page 7

HOLLAND FURNACE COMPANY:

Holland Heating and Air-Conditioning
Equipment Page 8

INTERNATIONAL SILVER COMPANY:

International Sterling and
1847 Rogers Bros. Silverplate . . Page 9

NATIONAL LEAD COMPANY:

Dutch Boy Paints Page 14

PRUDENTIAL INSURANCE COMPANY

OF AMERICA:

Insurance Services Page 12

All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AFFILIATED PRODUCTS, INC. <i>(378th Week on CBS)</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics Lonis Philippe <i>Blackett-Sample Hummert, Inc.</i>
AMERICAN OIL COMPANY <i>(93rd Week on CBS)</i> The Human Side of the News by Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 46 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY <i>(209th Week on CBS)</i> Your Hit Parade Mark Warnow's Orchestra. Barry Wood. Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i> Ben Bernie and All the Lads with Lew Lehr <i>Musical "mock trial"</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 102 CBS stations ORIGINATES: WABC Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 54 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i> Half & Half Smoking Tobacco <i>Young & Rubicam, Inc.</i>
ANACIN COMPANY <i>(162nd Week on CBS)</i> Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 37 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample Hummert, Inc.</i>
BAYER COMPANY <i>(240th Week on CBS)</i> Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 54 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample Hummert, Inc.</i>
BOWEY'S, INC. <i>(49th Week on CBS)</i> News and Rhythm with Todd Hunter, reporter; Dave Bacal, instrumentalist, and Carl Hohengarten's Orchestra <i>Talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:30-2:55 p.m. 32 CBS stations ORIGINATES: WBBM	Dari-Rich Products <i>Sorensen & Company</i>

CITY AND PROGRAM	TIME	PRODUCT AND AGENCY
BROWN & WILLIAMSON TOBACCO CORPORATION <i>84th Week on CBS)</i> Paul Sullivan Reviews the News	Mon. thru Fri. 6:30-6:45 p.m. <i>Rebroadcasts</i> 7:15-7:30 p.m. 1:00-1:15 a.m. 56 CBS stations ORIGINATES: WIIAS	Raleigh Cigarettes <i>Batten, Barton, Durstine & Osborn, Inc.</i>
CALIFORNIA FRUIT GROWERS EXCHANGE <i>52nd Week on CBS)</i> Sunkist Presents Hedda Hopper's Hollywood	Mon., Wed., Fri. 6:15-6:30 p.m. 29 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons <i>Lord & Thomas</i>
CAMPANA SALES COMPANY <i>119th Week on CBS)</i> First Nighter with Barbara Luddy and Les Tremayne <i>Original drama at the "Little Theatre off Times Square"</i>	Friday 9:30-10:00 p.m. 54 CBS stations ORIGINATES: WBBM	Campana Hand Cream Italian Balm Dreskin Coolies D.D.D. <i>Aubrey, Moore & Wallace, Inc.</i>
CAMPBELL SOUP COMPANY <i>282nd Week on CBS)</i> Campbell's Short Short Story <i>Short story dramatizations</i> Amos 'n' Andy <i>Serial comedy-drama</i> Life Begins with Bess Flynn <i>Dramatic serial</i> Fletcher Wiley <i>talks</i> Lanny Ross <i>Songs</i>	Mon., Wed., Fri. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 47 CBS stations ORIGINATES: WAHC Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 59 CBS stations ORIGINATES: WABC Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:30-3:45 p.m. 57 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:30-2:45 p.m. 36 CBS stations ORIGINATES: KXX Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 54 CBS stations ORIGINATES: WABC	Campbell's Tomato Juice <i>Ward Wheelock Company</i> Campbell's Soups <i>Ward Wheelock Company</i> Franco-American Spaghetti <i>Ruthrauff & Ryan, Inc.</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(78th Week on CBS)</i> Dr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX	Vaseline Preparations <i>McCann-Erickson, Inc.</i>
CHRYSLER CORPORATION <i>(217th Week on CBS)</i> Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i>
COLGATE-PALMOLIVE-PEET COMPANY <i>(225th Week on CBS)</i> Colgate Ask-It Basket with Jim McWilliams <i>Variety quiz program</i> Strange As It Seems <i>Dramatizations of unusual facts</i> Gang Busters <i>Police-file dramatizations</i> Wayne King's Orchestra with Buddy Clark, baritone <i>Popular music</i> Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 62 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC Saturday 8:00-8:30 p.m. 55 CBS stations ORIGINATES: WABC Saturday 8:30-8:55 p.m. 66 CBS stations 29 CBC stations ORIGINATES: WBBM Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 77 CBS stations ORIGINATES: WABC	Colgate Dental Cream <i>Benton & Bowles, Inc.</i> Palmolive Shave Cream Palmolive Brushless Shave <i>Benton & Bowles, Inc.</i> Cue Liquid Dentifrice <i>Benton & Bowles, Inc.</i> Cashmere Bouquet Products Halo <i>Benton & Bowles-Chicago, Inc.</i> <i>Lord & Thomas, Toronto</i> Octagon Products <i>Benton & Bowles, Inc.</i> Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i>

**COLGATE-PALMOLIVE-PEET
COMPANY** *Continued***Hilltop House**

starring Bess Johnson

Serial drama

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:30-4:45 p.m.
77 CBS stations
ORIGINATES: WABC

Palmolive Soap

*Benton & Bowles, Inc.***Stepmother***Serial drama*

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder

*Benton & Bowles-
Chicago, Inc.***COMMERCIAL CREDIT COMPANY**
(6th Week on CBS)**Bob Trout***News*

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcast
Mon. and Wed.
11:55-12:00 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

Automobile Finance
Service*O'Dea, Sheldon &
Canaday, Inc.***CONTINENTAL BAKING CO., INC.**
(278th Week on CBS)**Pretty Kitty Kelly***Serial drama*

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
4:00-4:15 p.m.
45 CBS stations
ORIGINATES: WABC

Wonder Bread

Hostess Cake

*Benton & Bowles, Inc.***Sky Blazers**

with Col. Roscoe Turner, MC

Dramatizations

Saturday
7:30-8:00 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: WABC

Wonder Bread

*Benton & Bowles, Inc.***CORN PRODUCTS SALES COMPANY**
(277th Week on CBS)**Society Girl**

starring Charlotte Manson

Dramatic serial

Mon. thru Fri.
3:00-3:15 p.m.
48 CBS stations
ORIGINATES: WABC

Kre-Mel Dessert

Linit

Mazola Salad & Cooking
Oil

Karo Table Syrup

Argo Corn Starch for
Puddings*Hellicig-Miller Company***THE CUDAHY PACKING COMPANY**
(279th Week on CBS)**Bachelor's Children***Serial drama*

Mon. thru Fri.
9:45-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser

*Roche, Williams &
Cunningham, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
DOUBLEMINT GUM <i>(411th Week on CBS)</i> Melody Ranch with Gene Autry <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 66 CBS stations ORIGINATES: KNX	Doublemint Gum <i>J. Walter Thompson Company</i>
ETHYL GASOLINE CORPORATION <i>(63rd Week on CBS)</i> Tune-Up Time starring Tony Martin, Andre Kostelanetz's Orchestra, and chorus <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: KNX	Ethyl Gasoline <i>Batten, Barton, Durstine & Osborn, Inc.</i>
EVERSHARP, INC. <i>(31st Week on CBS)</i> Take It or Leave It with Bob Hawk, mc, Ray Bloch's Orchestra, David Ross <i>Quiz</i>	Sunday 10:00-10:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 27 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils <i>The Biow Company</i>
FORD MOTOR COMPANY <i>(316th Week on CBS)</i> Ford Summer Hour with Jessica Dragonette, Linton Wells as "Rouge Reporter," and Leith Stevens and His Orchestra <i>Music and variety</i> (Ford Symphony continues to broadcast at this time until May 19)	Sunday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WJR	Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i>
GENERAL FOODS CORPORATION <i>(258th Week on CBS)</i> Kate Smith Hour with Kate Smith, Abbott and Costello, Ted Collins, Ted Straeter Singers, Jack Miller's Orchestra <i>Music, comedy, and drama</i> We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 77 CBS stations ORIGINATES: WABC Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 78 CBS stations ORIGINATES: WABC	Grape Nuts <i>Young & Rubicam, Inc.</i> Sanka <i>Young & Rubicam, Inc.</i>

GENERAL FOODS CORPORATION*Continued***Kate Smith Speaks; News***Talks and news***My Son and I**with Betty Garde and
Kingsley Colton*Serial drama***Joyce Jordan, Girl Interne***Serial drama***Young Dr. Malone***Serial drama*Mon. thru Fri.
12:00-12:15 p.m.
66 CBS stations
ORIGINATES: WABCMon. thru Fri.
2:45-3:00 p.m.
67 CBS stations
ORIGINATES: WABCMon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
51 CBS stations
ORIGINATES: WABCMon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
69 CBS stations
ORIGINATES: WABCDiamond Crystal Salt
Calumet Baking Powder
Swansdown Cake Flour
Benton & Bowles, Inc.
Young & Rubicam, Inc.
Calumet Baking Powder
Swansdown Cake Flour
*Young & Rubicam, Inc.*La France
Satina
Minute Tapioca
*Young & Rubicam, Inc.*Post's 40% Bran Flakes
*Benton & Bowles, Inc.***GENERAL MILLS, INC.***(490th Week on CBS)***By Kathleen Norris***Dramatization of her novels*Mon. thru Fri.
5:00-5:15 p.m.
30 CBS stations
ORIGINATES: WABCWheaties
Knox Reeves
*Advertising, Inc.***GILLETTE SAFETY RAZOR COMPANY***(53rd Week on CBS)***Kentucky Derby***Eye-witness account by Bryan Field
and Ted Husing*Sat., May 4
6:30-7:00 p.m.
86 CBS stations
ORIGINATES: CHURCHILL
DOWNSSafety Razors and Blades
*Maxon, Inc.***GULF OIL CORPORATION***(125th Week on CBS)***Adventures of Ellery Queen***Detective dramatizations*Sunday
7:30-8:00 p.m.
66 CBS stations
ORIGINATES: WABCMotor Oil and Gas
*Young & Rubicam, Inc.***HOLLAND FURNACE COMPANY***(May 18th only)***Holland Tulip Festival**

in Holland, Michigan

*Annual on-the-scene broadcast*Sat., May 18
2:00-2:30 p.m.
Rebroadcast
9:00-9:30 p.m.
76 CBS stations
ORIGINATES: HOLLAND,
MICHIGANHolland Heating and Air-
Conditioning Equipment
Ruthrauff & Ryan, Inc.
—Chicago

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
GEORGE A. HORMEL & COMPANY. MAKERS OF SPAM <i>(139th Week on CBS)</i> It Happened in Hollywood with Linda Ware, John Conte, guest stars, and Eddie Dunstedter's Orchestra <i>Musical variety</i>	Mon. thru Fri. 3:15-3:30 p.m. 38 CBS stations ORIGINATES: KNX	Spam <i>Batten, Barton, Durstine & Osborn, Inc.</i>
INTERNATIONAL SILVER COMPANY <i>(112th Week on CBS)</i> Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars <i>Drama</i> <i>(This series ends May 5)</i> Fun in Print Supervised by the Literary Guild, with Sigmund Spaeth, MC <i>Literary quiz</i> <i>(Beginning May 12)</i>	Sunday 6:00-6:30 p.m. 53 CBS stations 30 CBC stations ORIGINATES: KNX Sunday 6:00-6:30 p.m. 26 CBS stations ORIGINATES: WABC	International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i>
LADY ESTHER, LTD. <i>(334th Week on CBS)</i> Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i>
THE LAMBERT COMPANY <i>(148th Week on CBS)</i> Grand Central Station <i>Dramatic programs</i>	Friday 10:00-10:30 p.m. 52 CBS stations ORIGINATES: WABC	Listerine Products Prophylactic Brushes <i>Lambert & Feasley, Inc.</i>
LEHN & FINK PRODUCTS CORPORATION <i>(229th Week on CBS)</i> Burns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Truman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	Hind's Honey and Almond Cream <i>William Esty & Company, Inc.</i>

LEVER BROTHERS COMPANY*(248th Week on CBS)***Big Town**starring Edward G. Robinson
with Ona Munson*Dramatic***Lux Radio Theatre**Cecil B. DeMille, director,
with stars of stage and screen*Drama***Big Sister**with Alice Frost, Martin Gabel,
and Zasu Pitts*Serial drama***Aunt Jenny's Real Life Stories***Dramatic sketches*

Tuesday

8:00-8:30 p.m.

Rebroadcast

11:30-12:00 p.m.

67 CBS stations

31 CBC stations

ORIGINATES: KNX

Monday

9:00-10:00 p.m.

63 CBS stations

29 CBC stations

ORIGINATES: KNX

Mon. thru Fri.

11:30-11:45 a.m.

Rebroadcast

2:00-2:15 p.m.

72 CBS stations

26 CBC stations

ORIGINATES: WABC

Mon. thru Fri.

11:45-12 noon

Rebroadcast

2:15-2:30 p.m.

65 CBS stations

ORIGINATES: WABC

Rinso

Ruthrauff & Ryan, Inc.

Lux Toilet Soap

*J. Walter Thompson
Company*

Rinso

Ruthrauff & Ryan, Inc.

Spry

*Ruthrauff & Ryan, Inc.***LIGGETT & MYERS TOBACCO
COMPANY***(381st Week on CBS)***Glenn Miller and His Orchestra**

with Marion Hutton, Ray Eberle

Popular music

Tues., Wed., Thurs.

10:00-10:15 p.m.

94 CBS stations

ORIGINATES: ON TOUR

Chesterfield Cigarettes

*Newell-Emmett Co., Inc.***NEHI CORPORATION***(39th Week on CBS)***Believe It Or Not**

with Robert Ripley

Drama and music

Friday

10:30-11:00 p.m.

89 CBS stations

ORIGINATES: WABC

Royal Crown Cola

*Batten, Barton,
Durstine & Osborn, Inc.***PENN TOBACCO COMPANY***(31st Week on CBS)***Vox Pop**

Parks and Wally

Interviews

Thursday

7:30-8:00 p.m.

49 CBS stations

ORIGINATES: WABC

Kentucky Club Pipe
Tobacco*Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PEPSI-COLA COMPANY <i>(22nd Week on CBS)</i> News	Tues., Thurs., Sat. 6:00-6:05 p.m. <i>Rebroadcasts</i> 10:55-11:00 p.m. 11:00-11:05 p.m. 112 CBS stations ORIGINATES: WABC	Pepsi-Cola <i>Newell-Emmett Co., Inc.</i>
PET MILK SALES CORPORATION <i>(337th Week on CBS)</i> Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Tront, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i> Mary Lee Taylor home economist <i>Household advice</i>	Saturday 9:45-10:15 p.m. 52 CBS stations ORIGINATES: WABC Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX	Pet Evaporated Milk <i>Gardner Advertising Company</i> Pet Evaporated Milk <i>Gardner Advertising Company</i>
PHILIP MORRIS & COMPANY, LTD. <i>(195th Week on CBS)</i> Johnny Presents Johnny Green's Orchestra, Dramatized "Perfect Crime." Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly." Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interlude</i> Swingo with Johnny Green's Orchestra, Ray Bloch's Swing 14, "Beverly." Audrey Marsh, Glenn Cross, Floyd Sherman <i>Musical variety and quiz</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 78 CBS stations ORIGINATES: WABC Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 35 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes <i>The Biow Company, Inc.</i>
THE PROCTER & GAMBLE CO. <i>(288th Week on CBS)</i> Professor Quiz with Bob Trout <i>Questions and answers</i> Truth and Consequences <i>Quiz</i>	Tuesday 9:30-10:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 51 CBS stations ORIGINATES: WABC Saturday 9:45-10:15 p.m. 4 CBS stations ORIGINATES: WABC	Teel Drene <i>H. W. Kastor & Sons</i> Ivory Soap <i>Compton Advertising, Inc.</i>

THE PROCTER & GAMBLE CO.

*Continued***The Goldbergs***Serial drama***Life Can Be Beautiful***Serial drama***Right to Happiness***Serial drama***Road of Life***Serial drama*

Mon. thru Fri.
1:00-1:15 p.m.
24 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:15-1:30 p.m.
32 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:30-1:45 p.m.
36 CBS stations
18 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
1:45-2:00 p.m.
26 CBS stations
ORIGINATES: WBBM

Oxydol

*Blackett-Sample-
Hummert, Inc.*

Ivory

*Compton Advertising,
Inc.*

Crisco

*Compton Advertising,
Inc.*

Chipso

Pedlar & Ryan, Inc.

PRUDENTIAL INSURANCE COMPANY
OF AMERICA*(49th Week on CBS)***When a Girl Marries***Serial drama*

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services

Benton & Bowles, Inc.

R. J. REYNOLDS TOBACCO
COMPANY*(365th Week on CBS)***Blondie**

with Penny Singleton and
Arthur Lake

*Domestic comedy***Al Pearce and His Gang**

with Blanche Stewart, Artie
Auerbach, Arthur Q. Bryan,
Marie and Her Merry Men, and
Carl Hoff and His Orchestra

Variety

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
98 CBS stations
ORIGINATES: KSN

Friday
7:30-8:00 p.m.
Rebroadcast
9:00-9:30 p.m.
99 CBS stations
ORIGINATES: WABC

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

SINCLAIR REFINING COMPANY

*(25th Week on CBS)***The World Today***European news*

Mon., Wed., Fri.
6:45-7:00 p.m.
67 CBS stations
ORIGINATES: WABC,
WJSV AND EUROPE

Sinclair Oil and Gas

*Federal Advertising
Agency, Inc.*

SPEARMINT GUM

*(411th Week on CBS)***Scattergood Baines***Serial drama*

Mon. thru Fri.
5:45-6:00 p.m.
75 CBS stations
ORIGINATES: WBBM

Spearmint Gum

Neisser Meyerhoff, Inc.

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA NEW ENGLAND NETWORK	STERLING PRODUCTS, INC. <i>(32nd Week on CBS)</i> Court of Missing Heirs <i>Drama</i>	Tuesday 8:30-8:55 p.m. 65 CBS stations ORIGINATES: WABC	Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i>
	TEXAS COMPANY <i>(153rd Week on CBS)</i> Texaco Star Theatre with Ken Murray, MC, Frances Langford, Kenny Baker, Irene Noblette Ryan, James Wallington, and David Broekman's Orchestra; Drama with Broadway and Hollywood Stars; Burns Mantle, commentator <i>Variety and drama</i>	Wednesday 9:00-10:00 p.m. 88 CBS stations ORIGINATES: KNX AND WABC	Texaco products <i>Buchanan & Co.</i>
	U. S. TOBACCO COMPANY <i>(257th Week on CBS)</i> Pipe Smoking Time with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>
COLUMBIA MIDWESTERN NETWORK	GREAT ATLANTIC & PACIFIC TEA CO. <i>(94th Week on CBS)</i> Musico <i>Musical series</i>	Wednesday 10:15-10:45 p.m. ORIGINATES: WEEI	A&P Stores <i>Paris & Peart</i>
	CHAMBERLAIN LABORATORIES, INC. <i>(48th Week on CBS)</i> Anson Weeks' Orchestra <i>Popular music</i>	Sunday 2:30-2:55 p.m. ORIGINATES: WBBM	Chamberlain Lotion <i>L. W. Ramsey Compan</i>
	GENERAL MILLS, INC. <i>(190th Week on CBS)</i> Caroline's Golden Store <i>Dramatic serial</i>	Mon. thru Fri. 4:15-4:30 p.m. CST ORIGINATES: WBBM	Gold Medal Flour <i>Blackett-Sample- Hummert, Inc.</i>
COLUMBIA PACIFIC NETWORK	AXTON-FISHER TOBACCO CO. <i>(33rd Week on CBS)</i> Bob Garred Reporting <i>News</i>	Mon., Wed., Thurs., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX	Twenty Grand Cigarettes <i>McDougall & Weiss Advertising Agency</i>

BATHASWEET CORPORATION
(30th Week on CBS)

Tues., Thurs.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Bathasweet Products
*H. M. Kieswetter
Advertising Agency*

Bob Garred Reporting
News

COLONIAL DAMES, INC.
(21st Week on CBS)

Friday
8:55-9:00 p.m. PST
ORIGINATES: KNX

Cosmetics
*Glasser Advertising
Agency*

Beauty Explorer
Beauty commentary

GENERAL MILLS, INC.
(Sperry Flour Co.)
(490th Week on CBS)

Mon. thru Fri.
1:15-1:30 p.m. PST
ORIGINATES: KSFO

Wheathearts
*Westco Advertising
Agency, Inc.*

My Children
Dramatic serial

KNOX GELATINE COMPANY
(54th Week on CBS)

Mon., Wed., Fri.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Knox Sparkling
Gelatine
Kenyon & Eckhardt

Bob Garred Reporting
News

LOS ANGELES SOAP COMPANY
(31st Week on CBS)

Mon. thru Fri.
11:45-12:00 noon
PST
ORIGINATES: KNX

White King Soap
Raymond R. Morgan Co.

Dealer in Dreams
with Phil Stewart
Poetry and philosophy

Spelling Beeliner
with Tom Breneman
Old-fashioned spelling bee

Sunday
1:00-1:30 p.m. PST
ORIGINATES: KNX

Sierra Pine Toilet Soap
Raymond R. Morgan Co.

NATIONAL LEAD COMPANY
(12th Week on CBS)

Thursday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Dutch Boy Paints
*Erwin, Wasey &
Company*

Answer Auction
Quiz

STEPHANO BROTHERS
(41st Week on CBS)

Tues., Thurs., Sat.
6:45-6:55 p.m. PST
ORIGINATES: KNX

Marvels Cigarettes
The Aitkin-Kynett Co.

Sports Huddle
with Tom Breneman and
Braven Dyer
Sports news

**COLUMBIA
CALIFORNIA
NETWORK**

CLIENT AND PROGRAM

TIME

PRODUCT AND AGENCY

**WABC
SPONSORED
PROGRAMS**

CHOCOLATE PRODUCTS COMPANY <i>(12th Week on CBS)</i> Stillicious Kids Quizaroo with Art Linkletter <i>Quiz</i>	Saturday 9:00-9:30 a.m. PST ORIGINATES: KNX AND KSFO	Syrups <i>The McCord Company Inc.</i>
MENNEN COMPANY <i>(73rd Week on CBS)</i> Bob Garred Reporting <i>News</i>	Tues., Thurs. 10:00-10:15 p.m. PST ORIGINATES: KNX	Mennen Shave Products <i>H. M. Kiesewetter Advertising Company</i>
AMERICAN CIGARETTE & CIGAR COMPANY (Subsidiary of American Tobacco Company of New York City) The Rising Son <i>One-minute announcements</i> Odd Side of the News News	Mon. thru Sat. 6:35-7:00 a.m. Mon. thru Sat. 8:25-8:30 a.m. Sat., Sun. 11:00-11:05 a.m. Sunday 2:55-3:00 p.m.	Pall Mall Cigarettes <i>Young & Rubicam, Inc.</i>
AMERICAN TOBACCO COMPANY <i>(18th Week on WABC) *</i> Your Hit Parade (Time and Tunes) <i>Two-and-one-half minute transcriptions</i>	Mon. thru Sat. AT 7:00 a.m., 1:00 a.m., 2:00 a.m.	Lucky Strike Cigarettes <i>Lord & Thomas</i>
BOND STORES, INC. <i>(27th Week on WABC)</i> The Morning Almanac featuring Phil Cook	Mon. thru Sat. 7:30-7:45 a.m.	Men's Clothing <i>Neff-Rogow, Inc.</i>
BULOVA WATCH COMPANY <i>(557th Week on WABC)</i> Time Signals	Mon. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
KRUG BAKING COMPANY <i>(18th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Mon., Wed., Fri. 9:30-9:45 a.m.	Bakery Products and Coff <i>Elmer L. Cline</i>

WABC
SPONSORED
PROGRAMS

MELVILLE SHOE COMPANY

(75th Week on WABC)

Early Morning News

Mon. thru Sat.
7:45-8:00 a.m.Thom McAn Shoes
Neff-Rogow, Inc.

OLNEY & CARPENTER

(1st Week on WABC)

Woman's Page of the Air
with Adelaide HawleyTuesday
9:30-9:45 a.m.Canned Food Products
*Fuller & Smith & Ross,
Inc.*

PEPSI-COLA COMPANY

(22nd Week on WABC) *

Have You Forgotten?

Popular music

Mon. thru Sat.
8:20-8:25 a.m.Pepsi-Cola
*Newell-Emmett
Company, Inc.*

QUAKER OATS COMPANY

(32nd Week on WABC)

The Morning Almanac
featuring Phil CookTues. thru Sat.
8:30-8:45 a.m.Aunt Jemima's
Pancake Flour
Sherman K. Ellis, Inc.

RAPINWAX COMPANY

(4th Week on WABC)

Woman's Page of the Air
with Adelaide HawleyThursday
9:30-9:45 a.m.Rapinwax Paper
W. I. Tracy, Inc.

R. J. REYNOLDS TOBACCO COMPANY

(3rd Week on WABC) *

Home Games of New York
Giants and Yankees

Play-by-play descriptions by Mel Allen

Mon. thru Sat.
approximately
3:15-5:30 p.m.Camel Cigarettes
*William Esty &
Company, Inc.*

SELECT THEATRES CORPORATION

(7th Week on WABC)

Old Fashioned Favorites

Popular music

Mon., Wed., Fri.
8:15-8:20 a.m.New "Hellzapoppin"
*The Blaine Thompson
Company, Inc.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 18
3. SPECIAL EVENTS	Page 19
4. VARIETY	Page 20
5. DRAMATIC SERIES	Page 20
6. SERIOUS MUSIC	Page 21
7. EDUCATIONAL PROGRAMS	Page 22
8. RELIGIOUS BROADCASTS	Page 24
9. CHILDREN'S PROGRAMS	Page 25
10. PERSONALITIES	Page 25
11. LIGHT MUSIC	Page 25
CBS SHORT WAVE BROADCASTS	Page 26
ADDENDA: APRIL PROGRAMS	Page 27

NEWS BROADCASTS

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff reporters cover the European war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule:

News Broadcasts: Edward R. Murrow, Erland Echlin from London; William L. Shirer, Russell Hill from Berlin; Cecil Brown from Rome; Eric Sevareid, Thomas Grandin, Edwin Hartrich from Paris; Larry Leseur from R.A.F. headquarters somewhere in France; Mary Marvin Breckinridge from Amsterdam; Betty Wason from Stockholm; Frank Stevens from Bucharest; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. E. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., TUESDAY, THURSDAY AND SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY.

News Summaries: 6:30 a.m., 3:30 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 6:30, 11:00 a.m., 3:30, 6:00, 11:00 p.m., 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:55 p.m., 1:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., DAILY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

Press Association News: 11:00-11:15 p.m., MONDAY THRU SATURDAY.

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner considers the Washington scene, and Bob Trout analyzes the week's news generally.

PUBLIC AFFAIRS

Mrs. Robert A. Taft, Representative O'Day

10:15-10:30 p.m.

WEDNESDAY, MAY 1

Mrs. Taft, wife of the Republican presidential aspirant, and Representative Caroline O'Day, Democrat, of New York discuss "The Place of the League in Political Life" in connection with the National League of Women Voters' biennial convention in New York City.

**PUBLIC
AFFAIRS**

Continued

PROGRAM AND TIME

DESCRIPTION

Representative Wadsworth 10:45-11:00 p.m. WEDNESDAY, MAY 1	Representative James W. Wadsworth, Republican, of New York, discusses Frank Gannett as a possible presidential candidate for the G.O.P.
Secretary of War Woodring, Admiral Stark 10:15-10:45 p.m. THURSDAY, MAY 2	Harry H. Woodring, Admiral Harold R. Stark, and Breckenridge Long, Assistant Secretary of State, discuss "Foreign Policy and National Defense."
Representative Martin 1:30-2:00 p.m. SATURDAY, MAY 11	Representative Joseph W. Martin, Jr., minority leader of the House, assails what he calls "Vagaries of the New Deal" from Little Rock.
Representative Ludlow 10:15-10:30 p.m. WEDNESDAY, MAY 15	Representative Louis Ludlow, Democrat, of Indiana, predicts "How Will the National Conventions Treat the War Issue?"
Senator Taft 10:15-10:45 p.m. THURSDAY, MAY 16	Senator Robert Taft, Republican presidential aspirant from Ohio, speaks in connection with the Ohio State Medical Society meeting at Cincinnati.
Senator Bridges 10:15-10:30 p.m. WEDNESDAY, MAY 22	Senator Styles Bridges of New Hampshire, another Republican frequently mentioned as a presidential candidate, discusses the outlook for 1940.
Kentucky Derby Previews 5:30-5:45 p.m. THURSDAY & FRIDAY, MAY 2 & 3 5:15-5:30 p.m. SATURDAY, MAY 4	Ted Husing previews the 66th running of the Kentucky Derby with on-the-scene interviews of visiting newspapermen and celebrities and with a careful analysis of the competing horses. The final preview is broadcast just an hour before the race starts.
Westminster College Conventions 10:15-10:30 p.m. SATURDAY, MAY 4	Students at Westminster College in Fulton, Missouri, stage three mock nominating conventions for the three major parties. They are interviewed at studios of KMOX in St. Louis.
Salute of the Americas 2:00-2:30 p.m. EACH SUNDAY	This World's Fair series features addresses by government heads of twelve Latin-American countries. Peru, Ecuador, Colombia, and Panama are scheduled for May.

**SPECIAL
EVENTS**

VARIETY

"The Pursuit of Happiness"

APPROXIMATELY 4:30 p.m.

SUNDAY, MAY 5

(Immediately following
Philharmonic Broadcast)

The final program of this series stars Franchot Tone in a drama about a Missouri editor, Lovejoy, who was killed defending freedom of the press. Burgess Meredith is master of ceremonies; Norman Corwin directs; and Eric Barnouw writes the script. Music for the program is furnished by Mark Warnow's Orchestra and Lyn Murray's Chorus.

**"So You Think
You Know Music"**

2:30-2:55 p.m.

EACH SUNDAY

Ted Cott's amusing musiquiz returns by popular request. Leonard Liebbling judges the four contestants, two professional musicians, two from the studio audience, competing for concert tickets, books, phonograph records.

**Columbia Gay Nineties
Revue**

10:30-11:00 p.m.

EACH SATURDAY

CBS stars get into bowlers and bustles and revert to the songs and comedy of the nineties. Veteran songwriter Joe Howard introduces Genevieve Rowe, Beatrice Kay, Billy Greene, the Four Clubmen, Frank Lovejoy, and the Floradora girls. Ray Bloch is the conductor. Al Rinker the producer.

Choose Up Sides

5:00-5:30 p.m.

EACH SUNDAY

Two teams of guest sports experts compete in a quiz about games and players. Caswell Adams and Arthur Mann captain the opposing teams, while Henry McLemore poses questions.

Flow Gently Sweet Rhythm

5:30-6:00 p.m.

EACH SUNDAY

Maxine Sullivan and John Kirby's six-piece band join in a new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Douglas Coulter supervises production of the plays and selection of scripts. Two plays, a musical comedy, and a unique half-hour monologue are tentatively scheduled for May, as the program moves into a choice Sunday evening period.

DRAMATIC
SERIES

**SERIOUS
MUSIC**

PROGRAM AND TIME

DESCRIPTION

New York Philharmonic-Symphony Orchestra

AT 3:00 p.m.
SUNDAY, MAY 5

The New York Philharmonic-Symphony Orchestra concludes its tenth season of broadcasting on May 5. John Barbirolli conducts and Rudolf Serkin is heard as guest soloist in a piano concerto by Mozart. The program also includes Smetana's Overture to "The Bartered Bride" and three selections from the operas of Wagner. Deems Taylor is intermission commentator.

Young People's Concert

11:05-12:15 p.m.
SATURDAY, MAY 4

Rudolph Ganz conducts the Philharmonic-Symphony Orchestra in the last of a series of CBS concerts for young people.

Exploring Music

5:00-5:30 p.m.
EACH MONDAY

Bernard Herrmann starts a new series of concerts featuring little-known short classical selections—discovered by Mr. Herrmann's own research.

Columbia Broadcasting Symphony Orchestra

3:00-4:30 p.m.
EACH SUNDAY
BEGINNING MAY 12

Howard Barlow conducts the Columbia Symphony Orchestra in this Sunday afternoon series of classical favorites and modern works. The first broadcast features selections by Deems Taylor, Bernard Herrmann, Edwin MacDowell, and William Schuman.

Columbia Concert Orchestra

10:30-11:00 p.m.
EACH MONDAY AND WEDNESDAY

Bernard Herrmann conducts the Columbia Concert Orchestra on Mondays, Howard Barlow on Wednesdays, in this popular series of classical selections.

Choral Groups

1:00-1:15 p.m.
EACH SATURDAY

This Saturday afternoon period is regularly devoted by CBS to choral music. Among the groups broadcasting in May are Temple University Men's Glee Club and the Plainfield Boys' Glee Club.

Cincinnati Conservatory

11:05 a.m.-12:00 noon
EACH SATURDAY
BEGINNING MAY 11

The Cincinnati Conservatory of Music concludes its sixth season of broadcasts over CBS. Alexander von Kreiser is regular conductor of the Conservatory's symphony orchestra.

Vera Brodsky

3:35-4:00 p.m.
EACH SATURDAY

Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this series of piano recitals.

EDUCATIONAL
PROGRAMSCBS ADULT
EDUCATION BOARD

"Americans at Work" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Americans at Work

10:15-10:45 p.m.

TUESDAY, MAY 7

CBS presents authentic accounts of many of the jobs which make up America's intricate industrial life. The final program on May 7 presents "Concert Hall Artists."

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems.

MAY 4: Public Housing—Should It Continue? Guests include Nathan Straus, FHA Administrator, and Representative Jesse P. Wolecott, Republican, of Michigan.

The Human Adventure

5:30-6:00 p.m.

EACH SATURDAY

This series dramatizes outstanding cultural and scientific achievements of the world's leading universities, presents the fruits of scholarly research in a clear, vivid style.

Invitation to Learning

4:30-5:00 p.m.

EACH SUNDAY

BEGINNING MAY 12

This new series invites listeners to read or re-read the world's great books. On each program, four outstanding Americans discuss famous books—emphasizing their living quality.

Columbia's Lecture Hall

4:00-4:15 p.m.

EACH MONDAY AND WEDNESDAY

BEGINNING MAY 6

Outstanding personalities on America's lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

EDUCATIONAL PROGRAMS

Continued

PROGRAM AND TIME	DESCRIPTION
Highways to Health 10:15-10:30 a.m., SAT., MAY 4 4:15-4:30 p.m., THURS., MAY 9 1:15-1:30 p.m., SAT., MAY 18	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. May's schedule includes discussion of falling hair and dieting.
Adventures in Science 4:00-4:15 p.m. EACH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
Men Behind the Stars 4:00-4:15 p.m. EACH FRIDAY	Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.
Of Men and Books 4:15-4:30 p.m. EACH TUESDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.
Democracy in Action 1:30-2:00 p.m. EACH SUNDAY	This unusual program, presented by CBS in cooperation with the United States Office of Education, describes American housing in "Roof Over America," its current series.
Columbia's Country Journal 12:00-12:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.
Which Way to Lasting Peace? 6:30-6:45 p.m. SATURDAY, MAY 11	The last program of this series brings the problem of war and peace into public discussion, under the supervision of Dr. James T. Shotwell.
Bull Session 4:00-4:30 p.m. EACH SATURDAY	Students hold extemporaneous, informal discussions of problems raised in Which Way to Lasting Peace?
Dorothy Canfield Fisher 4:00-4:15 p.m. THURSDAY, MAY 25	Dorothy Canfield Fisher speaks from the Grand Ballroom of the Hotel Astor in an address about the American Association for Adult Education.

RELIGIOUS
BROADCASTS**Church of the Air**

10:00-10:30 a.m.

11:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In May:

MAY 5: *Morning*: Rev. Joseph E. King, Plymouth Congregational Church, Lawrence, Kansas.

Afternoon: Rev. Patrick J. O'Connor, assistant professor of Sacred Eloquence, Preachers Institute, Catholic University of America, Washington.

MAY 12: *Morning*: Dr. W. D. Powell, First Baptist Church, Nashville, Tennessee.

Afternoon: Rabbi Mortimer J. Cohen, Temple Beth Shalom, Philadelphia.

MAY 19: *Morning*: Dr. John O. Gross, president, Simpson College, Indianola, Iowa (Methodist).

Afternoon: Rev. Cletus A. Miller, dean, Institutum Divi Thomae, Cincinnati (Catholic).

MAY 26: *Morning*: Address by the newly-elected Moderator of the General Assembly of the Presbyterian Church, U. S. A., from Rochester.

Afternoon: Rev. Jacob J. Sessler, First Reformed Church, College Point, N. Y.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

MAY 5: Dr. L. P. Crenzot, president, National Insurance Association, New Orleans.

MAY 12: Mrs. Fannie B. Peck, president, National Housewives League, Detroit.

MAY 19: Dr. H. L. Kickason, president, Bluefield State Teachers College, Bluefield, West Virginia.

MAY 26: John A. DeVaux, chaplain, 25th Infantry, Ft. Huachuca, Arizona.

CHILDREN'S PROGRAMS

"March of Games"

10:30-11:00 a.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

"Let's Pretend"

12:30-1:00 p.m.

EACH SATURDAY

The world's great fairy tales and original fantasies are dramatized by Nila Mack and presented with a cast of child actors.

PERSONALITIES

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Richard Maxwell

9:15-9:30 a.m.

MONDAY THRU SATURDAY

Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy.

Outdoors With Bob Edge

5:30-5:45 p.m.

EACH THURSDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The CBS schedule of vocal programs for April includes broadcasts featuring Jack Leonard, Genevieve Rowe, Nan Wynn, Michael Loring.

Golden Gate Quartet, Four Clubmen

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each has a distinctive style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for May:

Mitchell Ayres	Ira Ray Hutton
Will Bradley	Harry James
Dave Dennis	Kay Kyser
Al Donahue	Clyde Lucas
Eddie Duchin	Frankie Masters
George Duffly	Leighton Noble
Ted Fiorito	Ray Noble
Glen Gray	Orrin Tucker

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts

10:15-10:25 a.m.

11:30-11:40 a.m.

1:30-1:45 p.m., 5:00-5:50 p.m.

5:50-6:00 p.m.

MONDAY THRU FRIDAY

11:00-12 noon

SATURDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

SPECIAL CBS BROADCASTS TO EUROPE

Hollywood News

MONDAY, 2:30-2:45 p.m.

TUESDAY, 8:15-8:30 p.m.

THURSDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Spanish, and Portuguese respectively.

News in Spanish

6:45-7:00 p.m.

MONDAY THRU SUNDAY (WCBX)

12:30-12:45 p.m., 2:30-2:45 p.m.

5:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia. Saturday and Sunday by Americo Lugo-Romero, (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

Carmen Castelo's American Travelogues in Spanish

MONDAY, 8:30-8:45 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish

8:15-8:30 p.m.

EACH WEDNESDAY

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

Carmen Castelo's Broadway Column in Spanish

FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

APRIL PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of April programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

As Germany struck rapidly through Denmark into Norway, and war in Europe flared up with new intensity, the Columbia Broadcasting System heightened its foreign news coverage. In addition to its present schedule of two round-ups of European news each day, CBS added several broadcasts from overseas daily when the Norwegian crisis was at fever pitch. The land battles in Norway, and the sea battles off its coast, were covered by CBS' regular staff correspondents and by Miss Betty Wason, who was added to the staff as Stockholm radio correspondent with Germany's latest thrust. After the battles raging in Norway subsided to the slower, steadier grind of war, Columbia returned to its regular war-time news schedule — prepared, on a twenty-four hour basis, to enlarge its coverage wherever important, unexpected events broke out again.

Among the special news broadcasts were the following:

APRIL 9: 10:15–10:35 p.m.

APRIL 10: 3:35–3:45 p.m., 10:30–10:45 p.m.

APRIL 11: 10:15–10:45 p.m., 12:03–12:15 p.m.

APRIL 13: 3:35–3:45 p.m.

OTHER PUBLIC AFFAIRS

APRIL 2: William Green, president of the American Federation of Labor, spoke on the topic, "The Census Gets the Facts", in a special CBS broadcast from Washington, 9:30–9:45 p.m.

APRIL 3: Premier Paul Reynaud of France spoke on the progress of the Allies' campaign against Germany in a special overseas broadcast, 4–4:15 p.m.

APRIL 4: Representative Frederick C. Smith, Republican of Ohio, discussed "Private Enterprise—the Real Issue" in a special Columbia Network broadcast. 6:15–6:30 p.m.

APRIL 6: General Hugh S. Johnson presented a "Jeffersonian Analysis" of the New Deal as the principal speech at the annual Jefferson dinner under the auspices of the National Democratic Club in New York City. 10:15–10:30 p.m.

APRIL 7: H. W. Prentis, president of the National Association of Manufacturers, was interviewed by Edwin C. Hill on the N.A.M.'s "mobilization for better understanding of private enterprise." 10:30–10:45 p.m.

APRIL 10: An address entitled "A Court of Appeal for Postal Employees" was delivered over the Columbia Network by Senator James Mead, Democrat of New York. Senator Mead's talk originated in the studios of WJSV, Columbia station for the nation's capital, 10:15-10:30 p.m.

APRIL 13: Representative Frank B. Keefe, Republican of Wisconsin, voiced a plea over the Columbia Network for further Congressional deliberation before final action on the Wheeler-Lea Transportation Bill, 10:15-10:30 p.m.

APRIL 14: Paul V. McNutt, Federal Security Administrator who will seek the Democratic nomination for the presidency if President Roosevelt does not run for a third term, described his plan of action for defeating the problem of unemployment over CBS, 10:30-10:45 p.m.

APRIL 14: Senator Clyde M. Reed, Republican of Kansas, delivered an address from the studios of WJSV, Washington, in Columbia's timely "American Viewpoints" series, 10:15-11 p.m.

APRIL 16: Senator Tom Stewart, Democrat of Tennessee, discussed "Freight Rates" in an address over the coast-to-coast Columbia Network. He spoke from Washington, 10:45-11 p.m.

APRIL 18: Representative Francis E. Walter, Democrat of Pennsylvania and co-sponsor of the Logan-Walter Bill, discussed the implications of the bill in a CBS talk originating in the studios of WJSV, 10:45-11 p.m.

APRIL 19: Lord Lothian, British Ambassador to the United States who has been heard in addresses on the European war several times over the Columbia Network, broad-

cast from KMOX in St. Louis, 11:15-11:30 p.m.

APRIL 20: Postmaster General James A. Farley, who is mentioned prominently as a possible Democratic candidate for the presidency, addressed students of forensics from twenty colleges, assembled in the Nassau Tavern at Princeton University. Mr. Farley emphasized important aspects of the presidential campaign, which are particularly interesting to University students, 1:30-2 p.m.

APRIL 21: Postmaster General Farley, chairman of the Democratic National Committee, spoke again over the Columbia Network in response to the tribute of Massachusetts Democrats at a testimonial dinner in Boston, 10:30-11 p.m.

APRIL 25: Senator David I. Walsh, Democrat of Massachusetts, was heard over the Columbia Network in an address on American maritime problems, entitled "The Needs of Our Navy," 10:15-11 p.m.

APRIL 27: Senator Robert R. Reynolds, Democrat of North Carolina, and Representative Jennings Randolph, Democrat of West Virginia, spoke over CBS from the studios of WJSV, Washington, 10:15-10:30 p.m.

APRIL 28: A series of CBS interviews of presidential candidates, as they are nominated, was continued as Albert Warner, Columbia Washington correspondent, quizzed John W. Aiken, candidate of the Socialist Labor Party. Aiken had just been named the party's standard-bearer for the 1940 election at a nominating convention in New York City, 10:30-10:45 p.m.

APRIL 30: I. M. Ornburn, head of the Union Label League of the American Fed-

eration of Labor, delivered a special address over the nationwide Columbia Network. His topic was "Union Label Action," and the program originated in the studios of WJAS, Pittsburgh, 3:35-3:45 p.m.

SPECIAL EVENTS

APRIL 2: Two choral programs were broadcast over the Columbia Network in connection with the Music Educators National Conference in Los Angeles. The latter—originating in the Shrine Auditorium, Los Angeles—was devoted to the Sacramento Junior College Music Festival and featured the massed Festival A Cappella Choir of 750 voices and the Festival Symphony Orchestra of 125 pieces. The earlier broadcast presented the College Choir of 60 voices under the direction of Miss Ivine Shields, 6:15-6:30 p.m. and 12:30-1 a.m.

APRIL 6: Professor John T. Frederick of the Medill School of Journalism, Northwestern University, who conducts the CBS serial, "Of Men and Books," interviewed Neil MacNeil, assistant managing editor of The New York Times, in a special broadcast. MacNeil, author of a recent volume on newspaper work, spoke from New York. Professor Frederick from Chicago, 1:15-1:30 p.m.

APRIL 13: Queen Elizabeth of England was heard in a direct broadcast from London in connection with the Young Women's Christian Association's 85th anniversary celebration. Queen Elizabeth who is international honorary president of the Y.W.C.A., spoke after brief introductory remarks by Miss F. I. Campbell, vice-president of the British organization, 3:45-4 p.m.

APRIL 13: Members of the Byrd expedition sent greetings to relatives and friends in the

United States from their west base in Little America via a direct broadcast by CBS. The broadcasts were under the supervision of Dr. Paul Siple, director of the west base, and included "recitals" by several "virtuosos of the icefields," 11:15-11:30 p.m.

APRIL 14: Vatican choristers were heard over CBS in a special trans-Atlantic broadcast of ancient liturgical music, including selections from motets by Palestrina and Marenzio, 2:30-2:55 p.m.

APRIL 15, 20 AND 27: Bryan Field described the Pomonok Handicap (4:30-4:45 p.m.), the Experimental Handicap (4:45-5 p.m.), and the Wood Memorial Handicap (4:30-4:45 p.m.) in special broadcasts from the Jamaica race track.

APRIL 15: Mel Allen, Arch McDonald, France Laux, and Pat Flanagan—CBS baseball reporters covering home games in New York, Washington, St. Louis, and Chicago respectively—previewed the 1940 pennant campaigns in a special broadcast, 11:15-11:30 p.m.

APRIL 17: Representative J. William Ditter, Republican of Pennsylvania, spoke from Washington on the eve of Paul Revere's historic midnight ride for liberty. His address was entitled, "One If By Land and Two If By Sea," 10:15-10:30 p.m.

APRIL 23: Winston Churchill, First Lord of the British Admiralty, reported on the progress of the war in a special broadcast from London on St. George's Day, traditional British holiday, 8-8:25 a.m.

APRIL 24: Clergymen who have dedicated themselves to caring for the destitute joined in a Columbia broadcast from Chicago, preceding the 27th annual convention of the

International Union of Gospel Missions,
2-2:15 p.m.

APRIL 26 AND 27: Ted Husing, broadcasting from Des Moines, presented exclusive eye-witness accounts of major events in the Drake Relays on Friday (3:15-3:30 p.m.) and Saturday (3-3:30 p.m., 5-5:30 p.m.), while Allen Scott summarized the Penn Relays on Friday (5:15-5:30 p.m.) and described the running of several races on Saturday (2:30-3 p.m., 6-6:15 p.m.).

APRIL 27: Columbia featured a broadcast from the Interdepartmental Auditorium in Washington in connection with the National Negro Congress, 10:15-10:30 a.m.

APRIL 27: CBS broadcast a program of choral music from the Washington Post's national folk festival in Washington. 3:35-4 p.m.

APRIL 28: Bishop Ralph A. Ward and Bishop Arthur J. Moore of the Methodist Church spoke over CBS in connection with the first general conference of the Church in Atlantic City, 2:30-2:55 p.m.

APRIL 30: Ted Husing broadcast the first of a series of four previews of the 66th Running of the Kentucky Derby at Churchill Downs. Husing, who will describe the race for CBS listeners, reviewed the chances of the leading contenders in America's biggest turf classic. 5:30-5:45 p.m.





THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit •
Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder Building, Charlotte, North Carolina •
817 Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

CBS PROGRAM BOOK · JUNE 1940





JUNE, 1940

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 14

WABC SPONSORED PROGRAMS: pp. 15 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

CHRYSLER CORPORATION:	
Plymouth, Dodge, DeSoto, Chrysler motor cars	Page 5
FORD MOTOR COMPANY:	
Ford, Lincoln, Lincoln Zephyr, Mercury	Page 7

CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:	
Lucky Strike Cigarettes, Half & Half Smoking Tobacco . .	Page 3
AXTON-FISHER TOBACCO COMPANY:	
Twenty Grand Cigarettes	Page 13
BROWN & WILLIAMSON TOBACCO CORP.:	
Raleigh Cigarettes	Page 4
LIGGETT & MYERS TOBACCO COMPANY:	
Chesterfield Cigarettes	Page 10
PENN TOBACCO COMPANY:	
Kentucky Club Pipe Tobacco . .	Page 10
PHILIP MORRIS & COMPANY, LTD.:	
Philip Morris Cigarettes	Page 11
R. J. REYNOLDS TOBACCO COMPANY:	
Camel Cigarettes, Prince Albert Tobacco	Page 12
STEPHANO BROTHERS:	
Marvels Cigarettes	Page 14
U. S. TOBACCO COMPANY:	
Dill's Best, Model Tobacco . . .	Page 13

CONFECTIONERY

DOUBLEMINT GUM:	
Doublemint Gum	Page 7
SPEARMINT GUM:	
Spearmint Gum	Page 12

DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:	
Edna Wallace Hopper Cosmetics, Louis Philippe	Page 3
ANACIN COMPANY:	
Anacin	Page 3

BATHASWEET CORPORATION:	
Bathasweet Products	Page 13

BAYER COMPANY:	
Bayer Aspirin	Page 3

CHAMBERLAIN LABORATORIES, INC.:	
Chamberlain Lotion	Page 13

CHESEBROUGH MANUFACTURING COMPANY:	
Vaseline Preparations	Page 5

COLGATE-PALMOLIVE-PEET COMPANY:	
<i>(See also Laundry Soaps)</i>	
Colgate Dental Cream, Palmolive Shave Cream, Palmolive Brushless Shave, Cue Liquid Dentifrice	Page 5

Cashmere Bouquet Products, Halo, Palmolive Soap, Colgate Tooth Powder	
	Pages 5. 6

COLONIAL DAMES, INC.:	
Cosmetics	Page 14

GILLETTE SAFETY RAZOR COMPANY:	
Gillette Shaving Cream, Safety Razors and Blades	Page 8

LADY ESTHER LTD.:	
Face Powder, Face Cream, Rouge, Lipstick and Nail Polish .	Page 9

THE LAMBERT COMPANY:	
Listerine Products, Prophylactic Brushes	Page 9

LEHN & FINK PRODUCTS CORP.:	
Hind's Honey & Almond Cream .	Page 9

LEVER BROTHERS COMPANY:	
<i>(See also Foods; Laundry Soaps)</i>	
Lux Toilet Soap	Page 10

LOS ANGELES SOAP COMPANY:	
White King Soap, Sierra Pine Toilet Soap	Page 14

MENNEN COMPANY:	
Mennen Shave Products	Page 15

THE PROCTER & GAMBLE COMPANY:	
<i>(See also Laundry Soaps; Foods)</i>	
Teel, Drene, Ivory	Pages 11. 12

FOODS & BEVERAGES

BOWEY'S, INC.:
Dari-Rich Products Page 3

CALIFORNIA FRUIT GROWERS EXCHANGE:
Sunkist Oranges, Lemons Page 4

CAMPBELL SOUP COMPANY:
Campbell's Soups,
Beans, and Tomato Juice,
Franco-American Spaghetti Page 4

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread, Hostess Cake Page 6

CORN PRODUCTS SALES CO.:
(See also *Laundry Soaps*)
Kre-Mel Dessert, Mazola Salad &
Cooking Oil, Karo Table Syrup,
Argo Corn Starch for Puddings Page 6

GENERAL FOODS CORPORATION:
(See also *Laundry Soaps*)
Grape Nuts, Sanka, Diamond Crystal
Salt, Calumet Baking Powder,
Swansdown Cake Flour,
Minute Tapioca, Postum,
Post's 40% Bran Flakes Pages 7, 3

GENERAL MILLS, INC.:
Wheaties, Corn Kix Pages 3, 14
Gold Medal Flour Page 13

GEO. A. HORMEL & COMPANY,
MAKERS OF SPAM:
Spam Page 9

GREAT ATLANTIC & PACIFIC TEA CO.:
A&P Stores Page 13

KNOX GELATINE COMPANY:
Knox Sparkling Gelatine Page 14

LEVER BROTHERS COMPANY:
(See also *Drugs; Laundry Soaps*)
Spry Page 10

PEPSI-COLA COMPANY:
Pepsi-Cola Page 10

PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 11

THE PROCTER & GAMBLE COMPANY:
(See also *Toilet Goods; Laundry Soaps*)
Crisco Page 12

STERLING PRODUCTS, INC.:
Ironized Yeast Page 12

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:
(See also *Toilet Goods*)
Concentrated Super Suds,
Octagon Products Page 5

CORN PRODUCTS SALES CO.:
(See also *Foods*)
Linit Page 6

THE CUBAIIY PACKING COMPANY:
Old Dutch Cleanser Page 6

GENERAL FOODS CORPORATION:
(See also *Foods*)
La France, Satina Page 8

LEVER BROTHERS COMPANY:
(See also *Drugs; Foods*)
Rinso Pages 9, 10

THE PROCTER & GAMBLE COMPANY:
(See also *Toilet Goods; Foods*)
Ivory, Oxydol, Chipso Page 12

LUBRICANTS

AMERICAN OIL COMPANY:
Amoco-Gas, Orange American Gas Page 3

ETHYL GASOLINE CORPORATION:
Ethyl Gasoline Page 7

GULF OIL CORPORATION:
Motor Oil and Gas Page 8

SINCLAIR REFINING COMPANY:
Sinclair Oil and Gas Page 12

TEXAS COMPANY:
Texaco Products Page 13

MISCELLANEOUS

COMMERCIAL CREDIT COMPANY:
Automobile Finance Service Page 6

EVERSHARP, INC.:
Eversharp Pens and Pencils Page 7

INTERNATIONAL SILVER COMPANY:
International Sterling and
1847 Rogers Bros. Silverplate Page 9

NATIONAL LEAD COMPANY:
Dutch Boy Paints Page 14

PRUDENTIAL INSURANCE COMPANY:
OF AMERICA:
Insurance Services Page 12

WILMINGTON TRANSPORTATION CO.:
Santa Catalina Island Page 14

All time listed on the following pages is current New York time unless otherwise indicated.

AFFILIATED PRODUCTS, INC. (382nd Week on CBS) The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 38 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample- Hummert, Inc.</i>
AMERICAN OIL COMPANY (97th Week on CBS) The Human Side of the News by Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 45 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY (213th Week on CBS) Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i> Ben Bernie and All the Lads with Lew Lehr <i>Musical "mock trial"</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 55 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i> Half & Half Smoking Tobacco <i>Young & Rubicam, Inc.</i>
ANACIN COMPANY (164th Week on CBS) Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 39 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample- Hummert, Inc.</i>
BAYER COMPANY (244th Week on CBS) Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 55 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample- Hummert, Inc.</i>
BOWEY'S, INC. (53rd Week on CBS) News and Rhythm with Todd Hunter, reporter; Dave Bacal, instrumentalist, and Carl Hohengarten's Orchestra <i>Talk and music</i>	Sunday 11:05-11:15 a.m. <i>Rebroadcast</i> 2:35-2:45 p.m. 32 CBS stations ORIGINATES: WBBM	Dari-Rich Products <i>Sorensen & Company</i>

BROWN & WILLIAMSON TOBACCO CORPORATION
'88th Week on CBS)

**Paul Sullivan Reviews
 the News**

Mon. thru Fri.
 6:30-6:45 p.m.
Rebroadcasts
 7:15-7:30 p.m.
 1:00-1:15 a.m.
 57 CBS stations
 ORIGINATES: WHAS

Raleigh Cigarettes
*Batten, Barton, Durstine
 & Osborn, Inc.*

**CALIFORNIA FRUIT GROWERS
 EXCHANGE**
56th Week on CBS)

**Sunkist Presents Hedda
 Hopper's Hollywood**

Mon., Wed., Fri.
 6:15-6:30 p.m.
 29 CBS stations
 ORIGINATES: KNX

Sunkist Oranges
 Sunkist Lemons
Lord & Thomas

CAMPBELL SOUP COMPANY
286th Week on CBS)

Campbell's Short Short Story
Short story dramatizations

Mon., Wed., Fri.
 11:00-11:15 a.m.
Rebroadcast
 1:45-2:00 p.m.
 53 CBS stations
 ORIGINATES: WABC

Campbell's Tomato Juice
*Ward Wheelock
 Company*

Amos 'n' Andy
Serial comedy-drama

Mon. thru Fri.
 7:00-7:15 p.m.
Rebroadcast
 11:00-11:15 p.m.
 59 CBS stations
 ORIGINATES: KNX

Campbell's Soups
*Ward Wheelock
 Company*

Life Begins
 with Bess Flynn
Dramatic serial

Mon. thru Fri.
 11:15-11:30 a.m.
Rebroadcast
 3:30-3:45 p.m.
 57 CBS stations
 ORIGINATES: WABC

Fletcher Wiley
Talks

Mon. thru Fri.
 2:30-2:45 p.m.
 35 CBS stations
 ORIGINATES: KNX

Lanny Ross
Songs

Mon. thru Fri.
 7:15-7:30 p.m.
Rebroadcast
 11:15-11:30 p.m.
 56 CBS stations
 ORIGINATES: WABC

Franco-American
 Spaghetti
Ruthrauff & Ryan, Inc.

CHIESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(82nd Week on CBS)</i> Dr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX	Vaseline Preparations <i>McCann-Erickson, Inc</i>
CHRYSLER CORPORATION <i>(221st Week on CBS)</i> Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc</i>
COLGATE-PALMOLIVE-PEET COMPANY <i>(229th Week on CBS)</i> Colgate Ask-It- Basket with Jim McWilliams <i>Variety quiz program</i> Strange As It Seems <i>Dramatizations of unusual facts</i> Gang Busters <i>Police-file dramatizations</i> (This series ends June 15) Wayne King's Orchestra with Buddy Clark, baritone <i>Popular music</i> (This series ends June 15) Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 62 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC Saturday 8:00-8:30 p.m. 55 CBS stations ORIGINATES: WABC Saturday 8:30-8:55 p.m. 66 CBS stations 29 CBC stations ORIGINATES: WBBM Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 78 CBS stations ORIGINATES: WABC	Colgate Dental Cream <i>Benton & Bowles, Inc.</i> Palmolive Shave Cream Palmolive Brushless Shave <i>Benton & Bowles, Inc.</i> Cue Liquid Dentifrice <i>Benton & Bowles, Inc.</i> Cashmere Bouquet Products Halo <i>Benton & Bowles-Chicago, Inc.</i> <i>Lord & Thomas, Toronto</i> Octagon Products <i>Benton & Bowles, Inc.</i> Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i>

**COLGATE-PALMOLIVE-PEET
COMPANY** *Continued*

Hilltop House

starring Bess Johnson

Serial drama

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:30-4:45 p.m.
78 CBS stations
ORIGINATES: WABC

Palmolive Soap
Benton & Bowles, Inc.

Stepmother

Serial drama

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder
*Benton & Bowles-
Chicago, Inc.*

COMMERCIAL CREDIT COMPANY
(10th Week on CBS)

Bob Trout

News

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcast
Mon. and Wed.
11:55-12:00 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.
(282nd Week on CBS)

Pretty Kitty Kelly

Serial drama

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
4:00-4:15 p.m.
46 CBS stations
ORIGINATES: WABC

Wonder Bread
Hostess Cake
Benton & Bowles, Inc.

Sky Blazers

with Col. Roscoe Turner, MC

Dramatizations

Saturday
7:30-8:00 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: WABC

Wonder Bread
Benton & Bowles, Inc.

CORN PRODUCTS SALES COMPANY
(281st Week on CBS)

Society Girl

starring Charlotte Manson

Dramatic serial

Mon. thru Fri.
3:00-3:15 p.m.
48 CBS stations
ORIGINATES: WABC

Kre-Mel Dessert
Limit
Mazola Salad & Cooking
Oil
Karo Table Syrup
Argo Corn Starch for
Puddings
Hellwig-Miller Company

THE CUDAHY PACKING COMPANY
(283rd Week on CBS)

Bachelor's Children

Serial drama

Mon. thru Fri.
9:15-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser
*Roche, Williams &
Cunnyngham, Inc.*

DOUBLEMINT GUM <i>(415th Week on CBS)</i> Melody Ranch with Gene Autry <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 67 CBS stations ORIGINATES: KNX	Doublemint Gum <i>J. Walter Thompson Company</i>
ETHYL GASOLINE CORPORATION <i>(67th Week on CBS)</i> Tune-Up Time starring Tony Martin, Andre Kostelanetz's Orchestra, and chorus <i>Musical variety</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 66 CBS stations ORIGINATES: WABC	Ethyl Gasoline <i>Batten, Barton, Durstine & Osborn, Inc.</i>
EVERSHARP, INC. <i>(35th Week on CBS)</i> Take It or Leave It with Bob Hawk, mc. Ray Bloch's Orchestra, David Ross <i>Quiz</i>	Sunday 10:00-10:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 27 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils <i>The Biow Company</i>
FORD MOTOR COMPANY <i>(320th Week on CBS)</i> Ford Summer Hour with Jessica Dragonette, James Newill, baritone. Linton Wells as "Rouge Reporter." Budd Hulick, mc. Leith Stevens and His Orchestra <i>Music and variety</i>	Sunday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WJR	Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i>
GENERAL FOODS CORPORATION <i>(262nd Week on CBS)</i> Kate Smith Hour with Kate Smith, Abbott and Costello, Ted Collins, Ted Straeter Singers, Jack Miller's Orchestra <i>Music, comedy, and drama</i> We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i>	Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 80 CBS stations ORIGINATES: WABC Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 79 CBS stations ORIGINATES: WABC	Grape Nuts <i>Young & Rubicam, Inc.</i> Sanka <i>Young & Rubicam, Inc.</i>

GENERAL FOODS CORPORATION*Continued***Kate Smith Speaks; News***Talks and news*Mon. thru Fri.
12:00-12:15 p.m.

67 CBS stations

ORIGINATES: WARC

Diamond Crystal Salt
Calumet Baking Powder
Swansdown Cake Flour
Benton & Bowles, Inc.
*Young & Rubicam, Inc.***My Son and I**with Betty Garde and
Kingsley Colton*Serial drama*Mon. thru Fri.
2:45-3:00 p.m.

68 CBS stations

ORIGINATES: WARC

Calumet Baking Powder
Swansdown Cake Flour
*Young & Rubicam, Inc.***Joyce Jordan, Girl Interne***Serial drama*Mon. thru Fri.
2:15-2:30 p.m.*Rebroadcast*

6:30-6:45 p.m.

51 CBS stations

ORIGINATES: WABC

La France
Satina
Minute Tapioca
*Young & Rubicam, Inc.***Young Dr. Malone***Serial drama*Mon. thru Fri.
2:00-2:15 p.m.*Rebroadcast*

6:00-6:15 p.m.

69 CBS stations

ORIGINATES: WABC

Post's 40% Bran Flakes
*Benton & Bowles, Inc.***GENERAL MILLS, INC.***(494th Week on CBS)***By Kathleen Norris***Dramatization of her novels*Mon. thru Fri.
5:00-5:15 p.m.

24 CBS stations

ORIGINATES: WABC

Wheaties
Knox Reeves
*Advertising, Inc.***GILLETTE SAFETY RAZOR COMPANY***(54th Week on CBS)***Elmer Davis***News*Fri., Sun.
8:55-9:00 p.m.

88 CBS stations

ORIGINATES: WABC

Gillette Shaving Cream.
Safety Razors and Blades
*Maxon, Inc.***GULF OIL CORPORATION***(329th Week on CBS)***Adventures of Ellery Queen***Detective dramatizations*Sunday
7:30-8:00 p.m.

70 CBS stations

ORIGINATES: WARC

Motor Oil and Gas
Young & Rubicam, Inc.

GEORGE A. HORMEL & COMPANY, MAKERS OF SPAM <i>(143rd Week on CBS)</i> It Happened in Hollywood with John Conte, guest stars, and Eddie Dunstedter's Orchestra <i>Musical variety</i>	Mon. thru Fri. 3:15-3:30 p.m. 38 CBS stations ORIGINATES: KNX	Spam <i>Batten, Barton, Durstine & Osborn, Inc.</i>
INTERNATIONAL SILVER COMPANY <i>(116th Week on CBS)</i> Fun in Print Supervised by the Literary Guild, with Sigmund Spaeth, MC <i>Literary quiz</i>	Sunday 6:00-6:30 p.m. 26 CBS stations ORIGINATES: WABC	International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i>
LADY ESTHER, LTD. <i>(338th Week on CBS)</i> Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i>
THE LAMBERT COMPANY <i>(152nd Week on CBS)</i> Grand Central Station <i>Dramatic programs</i>	Friday 9:30-10:00 p.m. 56 CBS stations ORIGINATES: WABC	Listerine Products Prophylactic Brushes <i>Lambert & Feasley, Inc.</i>
LEHN & FINK PRODUCTS CORPORATION <i>(233rd Week on CBS)</i> Burns and Allen with Ray Noble and his orchestra Frank Parker, tenor, and Truman Bradley, announcer <i>Music and comedy</i>	Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 52 CBS stations ORIGINATES: KNX	Hind's Honey and Almond Cream <i>William Esty & Company, Inc.</i>
LEVER BROTHERS COMPANY <i>(252nd Week on CBS)</i> Big Town starring Edward G. Robinson with Ona Munson <i>Dramatic</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX	Rinso <i>Ruthrauff & Ryan, Inc.</i>

LEVER BROTHERS COMPANY*Continued***Lux Radio Theatre**

Cecil B. DeMille, director,
with stars of stage and screen

*Drama***Big Sister**

with Alice Frost, Martin Gabel

*Serial drama***Aunt Jenny's Real Life Stories***Dramatic sketches*

Monday

9:00-10:00 p.m.

63 CBS Stations

29 CBC stations

ORIGINATES: KNX

Lux Toilet Soap

*J. Walter Thompson
Company*

Mon. thru Fri.

11:30-11:45 a.m.

Rebroadcast

2:00-2:15 p.m.

72 CBS stations

26 CBC stations

ORIGINATES: WABC

Rinso

Ruthrauff & Ryan, Inc.

Mon. thru Fri.

11:45-12 noon

Rebroadcast

2:15-2:30 p.m.

65 CBS stations

ORIGINATES: WABC

Spry

*Ruthrauff & Ryan, Inc.***LIGGETT & MYERS TOBACCO
COMPANY***(385th Week on CBS)***Glenn Miller and His Orchestra**

with Marion Hutton, Ray Eberle

Popular music

Tues., Wed., Thurs.

10:00-10:15 p.m.

95 CBS stations

ORIGINATES: ON TOUR

Chesterfield Cigarettes

*Newell-Emmett Co., Inc.***PENN TOBACCO COMPANY***(35th Week on CBS)***Vox Pop**

Parks and Wally

Interviews

Thursday

7:30-8:00 p.m.

50 CBS stations

ORIGINATES: WABC

Kentucky Club Pipe
Tobacco

*Ruthrauff & Ryan, Inc.***PEPSI-COLA COMPANY***(26th Week on CBS)***News**

Tues., Thurs., Sat.

6:00-6:05 p.m.

Rebroadcasts

10:55-11:00 p.m.

11:00-11:05 p.m.

110 CBS stations

ORIGINATES: WABC

Pepsi-Cola

Newell-Emmett Co., Inc.

PET MILK SALES CORPORATION
(341st Week on CBS)

Saturday Night Serenade

Mary Eastman, soprano; Bill Perry,
tenor; Bob Trout, Musical Host, and
Gustave Haenschen's Orchestra
and Chorus

Musical

Mary Lee Taylor

home economist

Household advice

Saturday
9:45-10:15 p.m.
54 CBS stations
ORIGINATES: WABC

Pet Evaporated Milk
*Gardner Advertising
Company*

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
65 CBS stations
ORIGINATES: KMOX

Pet Evaporated Milk
*Gardner Advertising
Company*

PHILIP MORRIS & COMPANY, LTD.
(199th Week on CBS)

Johnny Presents

Johnny Green's Orchestra,
Dramatized "Perfect Crime," Floyd
Sherman, Roger Kinney, Audrey
Marsh, "Beverly," Glenn Cross, Ray
Bloch's Swing 14

Musical variety and dramatic interlude

Philip Morris Musical Game

with Johnny Green's Orchestra.
Ray Bloch's Swing 14, "Beverly."
Audrey Marsh, Glenn Cross,
Floyd Sherman

Musical variety and quiz

Friday
9:00-9:30 p.m.
Rebroadcast
11:30-12:00 p.m.
79 CBS stations
ORIGINATES: WABC

Philip Morris Cigarettes
The Biow Company, Inc

Sunday
8:30-8:55 p.m.
Rebroadcast
11:00-11:25 p.m.
36 CBS stations
ORIGINATES: WABC

THE PROCTER & GAMBLE CO.
(292nd Week on CBS)

Professor Quiz

with Bob Trout

Questions and answers

Truth and Consequences

Quiz

The Goldbergs

Serial drama

Tuesday
9:30-10:00 p.m.
Rebroadcast
12:30-1:00 a.m.
48 CBS stations
ORIGINATES: WABC

Teel
Drene
H. W. Kastor & Sons

Saturday
9:45-10:15 p.m.
4 CBS stations
ORIGINATES: WABC

Ivory Soap
*Compton Advertising,
Inc.*

Mon. thru Fri.
1:00-1:15 p.m.
24 CBS stations
ORIGINATES: WABC

Oxydol
*Blackett-Sample-
Hummert, Inc.*

THE PROCTER & GAMBLE CO.
Continued

Life Can Be Beautiful

Serial drama

Right to Happiness

Serial drama

Road of Life

Serial drama

Mon. thru Fri.
1:15-1:30 p.m.
32 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:30-1:45 p.m.
36 CBS stations
ORIGINATES: WBBM

Mon. thru Fri.
1:45-2:00 p.m.
25 CBS stations
ORIGINATES: WBBM

Ivory
Compton Advertising, Inc.

Crisco
Compton Advertising, Inc.

Chipso
Pedlar & Ryan, Inc.

PRUDENTIAL INSURANCE COMPANY OF AMERICA
(53rd Week on CBS)

When a Girl Marries

Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

R. J. REYNOLDS TOBACCO COMPANY
(369th Week on CBS)

Blondie

with Penny Singleton and Arthur Lake

Domestic comedy

Al Pearce and His Gang

with Blanche Stewart, Artie Auerbach, Arthur Q. Bryan, Marie Greene and Her Merry Men, and Carl Hoff and His Orchestra

Variety

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
98 CBS stations
ORIGINATES: KMX

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
101 CBS stations
ORIGINATES: WABC

Camel Cigarettes
Prince Albert Smoking Tobacco
William Esty & Company, Inc.

SINCLAIR REFINING COMPANY
(29th Week on CBS)

The World Today

European news

Mon., Wed., Fri.
6:45-7:00 p.m.
77 CBS stations
ORIGINATES: WABC, WJSV AND EUROPE

Sinclair Oil and Gas
Federal Advertising Agency, Inc.

SPEARMINT GUM
(415th Week on CBS)

Scattergood Baines

Serial drama

Mon. thru Fri.
5:45-6:00 p.m.
74 CBS stations
ORIGINATES: WBBM

Spearmint Gum
Neisser Meyerhoff, Inc.

STERLING PRODUCTS, INC.
(36th Week on CBS)

Court of Missing Heirs

Drama

Tuesday
8:30-8:55 p.m.
66 CBS stations
ORIGINATES: WABC

Ironized Yeast
Ruthrauff & Ryan, Inc.

TEXAS COMPANY
(157th Week on CBS)

Texaco Star Theatre
with Ken Murray, MC, Frances
Langford, Kenny Baker, Irene
Noblette Ryan, James Wallington,
and David Broekman's Orchestra;
Drama with Broadway and
Hollywood Stars; Burns Mantle,
commentator
Variety and drama

Wednesday
9:00-10:00 p.m.
87 CBS stations
ORIGINATES: KNX
AND WABC

Texaco products
Buchanan & Co.

U. S. TOBACCO COMPANY
(261st Week on CBS)

Pipe Smoking Time
with Tom Howard and George
Shelton, Ray Bloch's Orchestra
Comedy and music

Monday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
55 CBS stations
ORIGINATES: WABC

Dill's Best
Model Smoking Tobacco
Arthur Kudner, Inc.

**COLUMBIA
NEW ENGLAND
NETWORK**

GREAT ATLANTIC & PACIFIC TEA CO.
(98th Week on CBS)

Musico
Musical series

Wednesday
10:15-10:45 p.m.
ORIGINATES: WEEI

A & P Stores
Paris & Peart

**COLUMBIA
MIDWESTERN
NETWORK**

CHAMBERLAIN LABORATORIES, INC.
(52nd Week on CBS)

Anson Weeks' Orchestra
Popular music

Sunday
2:30-2:55 p.m.
ORIGINATES: WBBM

Chamberlain Lotion
L. W. Ramsey Company

GENERAL MILLS, INC.
(494th Week on CBS)

Caroline's Golden Store
Dramatic serial

Mon. thru Fri.
4:15-4:30 p.m. CST
ORIGINATES: WBBM

Gold Medal Flour
*Blackett-Sample-
Hummert, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

AXTON-FISHER TOBACCO CO.
(37th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
9:45-9:55 p.m.
Tues., Thurs.
ORIGINATES: KNX

Twenty Grand Cigarettes
Weiss & Geller, Inc.

BATHASWEET CORPORATION
(34th Week on CBS)

Bob Garred Reporting
News

Tues., Thurs.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.
(25th Week on CBS)

Beauty Explorer
Beauty commentary

Friday
8:55-9:00 p.m. PST
ORIGINATES: KNX

Cosmetics
*Glasser Advertising
Agency*

GENERAL MILLS, INC.
(Sperry Flour Co.)
(194th Week on CBS)

My Children
Dramatic serial

Mon. thru Fri.
1:15-1:30 p.m. PST
ORIGINATES: WBBM

Wheathearts
*Westco Advertising
Agency, Inc.*

KNOX GELATINE COMPANY
(58th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Knox Sparkling
Gelatine
Kenyon & Eckhardt

LOS ANGELES SOAP COMPANY
(35th Week on CBS)

Dealer in Dreams
with Phil Stewart
Poetry and philosophy

Spelling Beeliner
with Tom Breneman
Old-fashioned spelling bee

Mon. thru Fri.
11:45-12:00 noon
PST
ORIGINATES: KNX

White King Soap
Raymond R. Morgan Co.

Sunday
1:00-1:30 p.m. PST
ORIGINATES: KNX

Sierra Pine Toilet Soap
Raymond R. Morgan Co.

NATIONAL LEAD COMPANY
(16th Week on CBS)

Answer Auction
Quiz

Thursday
8:30-9:00 p.m. PST
ORIGINATES: KNX

Dutch Boy Paints
*Erwin, Wasey &
Company*

STEPHANO BROTHERS
(45th Week on CBS)

Sports Huddle
with Tom Breneman and
Braven Dyer
Sports news

Tues., Thurs., Sat.
6:45-6:55 p.m. PST
ORIGINATES: KNX

Marvels Cigarettes
The Aitkin-Kynett Co.

WILMINGTON TRANSPORT CO.
(25th Week on CBS)

Santa Catalina Fun Quiz
with Gary Breckner
Ad-lib quiz

Mon. thru Fri.
1:30-1:45 p.m.
ORIGINATES: KNX

Santa Catalina Island
Neisser-Meyerhoff, Inc.

**WABC
SPONSORED
PROGRAMS**

**AMERICAN CIGARETTE & CIGAR
COMPANY**
(Subsidiary American Tobacco Company)
(22nd Week on WABC) *

The Rising Son
100-word announcements

Odd Side of the News

News

Mon. thru Sat.
6:35-7:00 a.m.

Mon. thru Sat.
8:25-8:30 a.m.

Sat., Sun.
11:00-11:05 a.m.
Sunday
2:30-2:35 p.m.

Pall Mall Famous Cigarette
Young & Rubicam, Inc.

AMERICAN TOBACCO COMPANY
(22nd Week on WABC) *

Your Hit Parade
(Time and Tunes)
Two-and-one-half minute transcriptions

Mon. thru Sat.
AT 7:00 a.m.,
1:00 a.m.. 2:00 a.m.

Lucky Strike Cigarettes
Lord & Thomas

BOND STORES, INC.
(31st Week on WABC)

The Morning Almanac
featuring Phil Cook

Mon. thru Sat.
7:30-7:45 a.m.

Men's Clothing
Neff-Rogow, Inc.

BULOVA WATCH COMPANY
(561st Week on WABC)

Time Signals

Mon. thru Sat.
10 Times Daily

Bulova Watches
The Biow Company

GORDON BAKING COMPANY
(31st Week on WABC)

Hollywood Dreams

Tues., Thurs.
11:00-11:15 a.m.

Roman Meal Bread
Barton A. Stebbins

KRUG BAKING COMPANY
(22nd Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Mon., Wed., Fri.
9:30-9:45 a.m.

Bakery Products and Coff
Elmer L. Cline

MELVILLE SHOE COMPANY
(79th Week on WABC)

Early Morning News

Mon. thru Sat.
7:45-8:00 a.m.

Thom McAn Shoes
Neff-Rogow, Inc.

*In addition to number of weeks in which the client has used CBS Network facilities.

**WABC
SPONSORED
PROGRAMS**

OLNEY & CARPENTER
(5th Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Tuesday
9:30-9:45 a.m.

O & C Canned Food
Products
*Fuller & Smith & Ross,
Inc.*

PEPSI-COLA COMPANY
(26th Week on WABC) *

Have You Forgotten?
Popular music
(This series ends June 1)

Mon. thru Sat.
8:20-8:25 a.m.

Pepsi-Cola
*Newell-Emmett
Company, Inc.*

QUAKER OATS COMPANY
(36th Week on WABC)

The Morning Almanac
featuring Phil Cook

Tues. thru Sat.
8:30-8:45 a.m.

Aunt Jemima's
Pancake Flour
Sherman K. Ellis, Inc.

RAPINWAX COMPANY
(8th Week on WABC)

Woman's Page of the Air
with Adelaide Hawley

Thursday
9:30-9:45 a.m.

Rapinwax Paper
W. I. Tracy, Inc.

R. J. REYNOLDS TOBACCO COMPANY
(7th Week on WABC) *

**Home Games of New York
Giants and Yankees**
Play-by-play descriptions by Mel Allen

Mon. thru Sat.
approximately
3:15-5:30 p.m.

Camel Cigarettes
*William Esty &
Company, Inc.*

SELECT THEATRES CORPORATION
(11th Week on WABC)

Musical Comedy Favorites
Popular music

Herman Shumlin
News

Mon. Wed., Fri.
8:15-8:20 a.m.

Saturday
6:30-6:45 p.m.

New "Hellzapoppin"
*The Blaine Thompson
Company, Inc.*

"The Male Animal"
*The Blaine-Thompson
Co., Inc.*

**WESTINGHOUSE ELECTRIC &
MANUFACTURING CO.**

Woman's Page of the Air
with Adelaide Hawley

Saturday
9:30-9:45 a.m.

Tenderay Process
and Products
*Fuller & Smith & Ross,
Inc.*

DWIGHT DEERE WIMAN

Musical Comedy Favorites
Popular music

Tues., Thurs., Sat.
8:15-8:20 a.m.

"Higher and Higher"
*The Blaine-Thompson
Co., Inc.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 18
3. SPECIAL EVENTS	Page 20
4. CHILDREN'S PROGRAMS	Page 21
5. VARIETY	Page 22
6. DRAMATIC SERIES	Page 22
7. SERIOUS MUSIC	Page 23
8. RELIGIOUS BROADCASTS	Page 24
9. EDUCATIONAL PROGRAMS	Page 25
10. PERSONALITIES	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: MAY PROGRAMS	Page 29

News Summaries, Analyses
and Broadcasts from Europe

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff reporters cover the European war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. (For a list of the *unscheduled*, special news broadcasts in May, see Page 29.)

News Broadcasts: Edward R. Murrow, Erland Echlin from London; William L. Shirer, Russell Hill, Winston Burdette from Berlin; Cecil Brown from Rome; Eric Sevareid, Thomas Grandin, Edwin Hartrich from Paris; Larry Leseur from R.A.F. headquarters somewhere in France; Mary Marvin Breckinridge from Amsterdam; Frank Stevens from Bucharest; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., TUESDAY, THURSDAY AND SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:30-10:45 p.m., SUNDAY THRU THURSDAY; 10:15-10:30 p.m., FRIDAY.

News Summaries: 6:30 a.m., 3:30 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 6:30, 11:00 a.m., 3:30, 6:00 p.m., 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:55 p.m., 1:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., MONDAY THRU THURSDAY, SATURDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

Headlines and Bylines

11:00-11:15 p.m.
EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

Henry R. Luce

6:30-6:45 p.m.
SATURDAY, JUNE 1

Henry R. Luce, prominent publisher, discusses American defense and describes what he saw on a recent trip to France.

Senator Taft

10:15-10:30 p.m.
SATURDAY, JUNE 1

Senator Robert A. Taft of Ohio makes another in his series of frequent CBS addresses. He is a strong candidate for the Republican nomination for the presidency.

NEWS
BROADCASTS

PUBLIC
AFFAIRS

**PUBLIC
AFFAIRS**

Continued

Republican Convention

6:30-7:00 p.m.

SATURDAY, JUNE 22

10:30-11:00 p.m.

SUNDAY, JUNE 23

VARIOUS HOURS

STARTING MONDAY, JUNE 24

A battery of Columbia air reporters presents full and thorough coverage of the Republican Presidential nominating convention in Philadelphia. The series of broadcasts features the keynote and other addresses, interviews, analyses, and actual on-the-floor descriptions of the caucus. Two preliminary broadcasts by Republican spokesmen are scheduled for Saturday and Sunday, and the broadcasting schedule for the convention itself will take shape as the convention progresses.

Communist Candidate

8:00-8:15 p.m.

SUNDAY, JUNE 2

The Communist candidate for the presidency, probably Earl Browder, the party's standard-bearer in 1936, is interviewed by Al Warner.

Young Citizens Day

8:15-8:30 p.m.

SUNDAY, JUNE 2

James M. Mead, junior senator from New York, speaks in connection with the Young Citizens' Day celebration.

Henry A. Wallace

10:15-10:30 p.m.

TUESDAY, JUNE 4

"Peace through Preparedness" is Secretary Wallace's topic in a special CBS address from the nation's capital.

Governor James

10:15-10:30 p.m.

WEDNESDAY, JUNE 5

Pennsylvania's Republican governor speaks to the nationwide CBS audience via WHP, Columbia station in Harrisburg.

Paul V. McNutt

10:00-10:30 p.m.

FRIDAY, JUNE 7

Mr. McNutt, Federal Security Administrator who strongly urges a third term for President Roosevelt, speaks from Washington.

Representative Martin

10:15-10:30 p.m.

SATURDAY, JUNE 8

Joseph Martin, Jr., minority leader of the House, discusses the present session of Congress in an address from Washington.

President Roosevelt

4:30-4:45 p.m.

SUNDAY, JUNE 9

President Roosevelt speaks in connection with the 75th anniversary celebration of Vassar College at Poughkeepsie.

**PUBLIC
AFFAIRS**

Continued

Governor Saltonstall 10:30-10:45 p.m. SUNDAY, JUNE 9	Governor Leverett Saltonstall, Republican, of Massachusetts speaks to the coast-to-coast CBS audience from Boston.
Frank Gannett 10:15-10:30 p.m. TUESDAY, JUNE 11	Publisher and active candidate for the Republican presidential nomination, Mr. Gannett is heard in one of a series of campaign speeches.
Jesse Jones 10:15-10:30 p.m. THURSDAY, JUNE 13	Jesse Jones, Federal Loan Administrator, discusses the work of his governmental agency in a talk from Washington.
Louis Johnson 10:30-11:00 p.m. FRIDAY, JUNE 14	Assistant Secretary of War Johnson points out "Lessons from Abroad" in an address to the Harvard Business School Alumni.
Governor Stark 10:15-10:30 p.m. SATURDAY, JUNE 15	Continuing Columbia's heavy schedule of public affairs addresses in June, Governor Lloyd Stark of Missouri speaks from St. Louis.
Governor Baldwin 10:30-10:45 p.m. SUNDAY, JUNE 16	The governor of Connecticut talks from Hartford in another of Columbia's "American Viewpoints" broadcasts.
Roger Babson 10:15-10:30 p.m. WEDNESDAY, JUNE 19	Al Warner continues to interview presidential candidates—this time Roger Babson, standard-bearer of the Prohibitionist Party.
Representative Celler 10:15-10:30 p.m. THURSDAY, JUNE 20	Another in CBS series of "American Viewpoints" talks features Emanuel Celler, Democratic Representative of New York, to the microphone.
Salute of the Americas 2:00-2:30 p.m. EACH SUNDAY	This World's Fair series features addresses by government heads of twelve Latin-American countries. On June 2, Dr. Calderon Guardia, President of Costa Rica, speaks.

**SPECIAL
EVENTS**

SPECIAL EVENTS

Continued

National Open Golf

6:15-6:30 p.m.

THURSDAY, JUNE 6

5:30-5:45 p.m.

FRIDAY, JUNE 7

VARIOUS HOURS

SATURDAY, JUNE 8

Play-by-play accounts of the National Open Golf finals, and summaries of the early matches, will be brought to CBS listeners from the Canterbury Golf Club in Cleveland by Ted Husing and Jimmy Dolan. Saturday broadcasts will be heard at 1:00-1:15 p.m., 2:30-2:45 p.m., 3:45-4:00 p.m., and 5:15-5:30 p.m.

The Belmont

4:45-5:00 p.m.

SATURDAY, JUNE 8

Bryan Field describes the 72nd running of The Belmont, classic race for three year olds at Belmont Park.

Launching of the Washington

11:05-11:30 a.m.

SATURDAY, JUNE 1

Launching of the 35,000-ton American battleship at the Philadelphia Navy Yard is described for CBS listeners by Bob Trout. Addresses by Rear Admiral Adolphus Watson and Senator David I. Walsh, chairman of Senate Naval Affairs Committee, are among those which will be broadcast.

Launching of the North Carolina

3:45-4:00 p.m.

THURSDAY, JUNE 13

Launching of the North Carolina, 35,000-ton sister ship of the Washington, at the Brooklyn Navy Yard is described in a special CBS broadcast. Secretary of Navy Charles Edison, Governor Clyde R. Hoey of North Carolina, and Rear Admiral Clark M. Woodward are the speakers.

CHILDREN'S PROGRAMS

Let's Pretend

12:30-1:00 p.m.

EACH SATURDAY

This series, which dramatized the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has already in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

"March of Games"

10:30-11:00 a.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvis Prager, Nila Mack directing. Arthur Ross is mc; Sybil Trent, 12, is "Miss Drum Major."

**"So You Think
You Know Music"**

2:35-3:00 p.m.

EACH SUNDAY

Ted Cott continues to conduct this amusing musical inquisition on Sunday afternoons. Leonard Liebbling judges the four contestants, two of whom are professional musicians and two drawn from the studio audience. They compete for concert tickets, books, and phonograph records.

Songs America Loves

10:45-11:00 p.m.

MONDAY THRU SATURDAY

Columbia's outstanding soloists and choral groups present this unusual new series of America's favorite songs six evenings a week. Featured on the program at different times in June will be Genevieve Rowe, soprano, Lyn Murray's Quartet, the Golden Gate Quartet, whose Negro spirituals are particularly popular, and Michael Loring.

Choose Up Sides

5:00-5:30 p.m.

EACH SUNDAY

Two teams of guest sports experts compete in a quiz about all kinds of games, players, and records. Caswell Adams, the New York Herald Tribune's boxing expert, and John Lardner captain the opposing teams, while Arthur Mann poses the questions.

Flow Gently Sweet Rhythm

5:30-6:00 p.m.

EACH SUNDAY

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins with John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

Columbia Workshop

10:30-11:00 p.m.

SUNDAY, JUNE 2

8:00-8:30 p.m.

EACH SUNDAY

BEGINNING JUNE 9

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Columbia's leading staff directors are assigned to the plays, which are submitted by new young writers as well as by established scriptwriters. Douglas Coulter supervises production of the plays and selection of the scripts.

**DRAMATIC
SERIES**

**SERIOUS
MUSIC**

**Columbia Broadcasting
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

Howard Barlow conducts the Columbia Symphony Orchestra in this series of classical selections, including many serious modern works. Aaron Copland is intermission commentator on the first two June broadcasts.

JUNE 2: *Saunders*: Little Symphony; *Schoenberg*: Verklarte Nacht; *Gray*: Syllogism; Variations on a Theme by Haydn.

JUNE 9: *Chadwick*: Jubilee Overture; *Copland*: Suite from "Our Town"; *Bruckner*: Symphony No. 9.

JUNE 16: *Wagner*: Overture and Bacchanale from "Tannhauser"; *Tschaikowsky*: Serenade for Strings; *Berezowsky*: Symphony No. 3.

Columbia Concert Orchestra

10:30-11:00 p.m.

EACH MONDAY AND WEDNESDAY

5:15-5:45 p.m.

EACH WEDNESDAY AND FRIDAY

The Columbia Concert Orchestra is heard in four periods a week of classical selections. Bernard Herrmann conducts Monday evenings, and Wednesday and Friday afternoons, while Howard Barlow conducts the Wednesday evening performances.

Cincinnati Conservatory

11:05 a.m.-12:00 noon

SATURDAY, JUNE 8

The Cincinnati Conservatory of Music concludes its sixth season of broadcasts over CBS. Alexander von Kreisl is regular conductor of the Conservatory's symphony orchestra.

Vera Brodsky

3:35-4:00 p.m.

EACH SATURDAY

Vera Brodsky, internationally famous concert and radio pianist, strives for the exceptional in material in this series of piano recitals.

Dorian String Quartet

11:05-11:30 a.m.

EACH SATURDAY

BEGINNING JUNE 15

The Dorian String Quartet—Alexander Cores and Harry Friedman, violins. David Mankovitz, viola, and Bernard Greenhouse, cello—starts a summer series of concerts on June 15.

Exploring Music

5:00-5:15 p.m.

MONDAY, JUNE 3

Bernard Herrmann continues his series of concerts featuring little-known short classical selections—discovered by Mr. Herrmann's own research.

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In June:

JUNE 2: Morning: Rev. Edwin Moll, D.D., General Secretary, Board of Foreign Missions, United Lutheran Church, Madison, Wisconsin.
Afternoon: Rt. Rev. Monsignor John P. Treacy, Diocesan Director, Society for Propagation of the Faith, Cleveland.

JUNE 9: Morning: Rev. Ervine Inglis, First Congregational Church, Webster Groves, Mo.
Afternoon: Rev. John K. McKenna, pastor, St. John's Church, Manayunk, and Archdiocesan Director of Holy Name Society, Philadelphia.

JUNE 16: Morning: Rev. Angus Dun, D.D., Dean-elect, Episcopal Theological School, Cambridge, Mass.
Afternoon: Rev. L. W. McCreary, Park Avenue Christian Church, East Orange, N. J.

JUNE 23: Morning: Rev. John S. Brinkman, D.D., First Baptist Church, Hamilton, O.
Afternoon: Rev. Thomas B. Cannon, S.J., Director, Jesuit Seminary Fund, New York City.

JUNE 30: Morning: Rev. Christian Reisner, D.D., Broadway Temple, New York City.
Afternoon: Dr. Joseph Fort Newton, Church of St. Luke and the Epiphany, Philadelphia.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

JUNE 2: Rev. L. M. Terrill, First Bryan Baptist Church (oldest Negro church in America), Savannah, Georgia.

JUNE 9: Mrs. Mamie G. Hoffman, associate secretary, Christian Education, Sunday School Publishing Board, Nashville.

JUNE 16: Mr. Ernest T. Attwell, director, Bureau of Colored Work, National Recreation Association, New York City.

JUNE 23: Dr. H. L. McCrorey, president, Johnson C. Smith University, Charlotte, N. C.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT L. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Invitation to Learning

4:30-5:00 p.m.

EACH SUNDAY

This new series invites listeners to read or re-read the world's great books. On each program, four outstanding Americans discuss famous books—emphasizing their living quality. The schedule for June:

JUNE 2: Plutarch's Lives.

JUNE 9: Oedipus Rex by Sophocles.

JUNE 16: Thucydides' History.

JUNE 23: The Odyssey of Homer.

JUNE 30: Plato's Republic.

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas. June's schedule includes discussion of European war and American defense.

The Human Adventure

5:30-6:00 p.m.

EACH SATURDAY

This series dramatizes outstanding cultural and scientific achievements of the world's leading universities, presents the fruits of scholarly research in a clear, vivid style.

Columbia's Lecture Hall

4:00-4:15 p.m.

EACH MONDAY AND WEDNESDAY

Outstanding personalities on America's lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

EDUCATIONAL PROGRAMS

Continued

Highways to Health

1:15-1:30 p.m.

EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. June's schedule includes discussion of heart disease and excess poundage.

Adventures in Science

4:00-4:15 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

Men Behind the Stars

4:00-4:15 p.m.

EACH FRIDAY

Legends of the constellations are dramatized in this series, prepared by Professor William H. Barton, Jr., of the Hayden Planetarium, and Hans Christian Adamson of the American Museum of Natural History.

Of Men and Books

4:15-4:30 p.m.

EACH TUESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, continues to review current books.

Democracy in Action

1:30-2:00 p.m.

EACH SUNDAY

This unusual program, presented by CBS in cooperation with the United States Office of Education, describes American housing in "Roof Over America," its current series.

Columbia's Country Journal

12:00-12:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.

Bull Session

4:00-4:30 p.m.

EACH SATURDAY

Students from leading universities continue this series of extemporaneous, informal discussions of current problems.

American Medical Association

10:15-10:30 p.m.

WEDNESDAY, JUNE 12

Dr. Rock Sleyster, president of the American Medical Association, is heard in a special address over the Columbia Network, under the auspices of the Association.

PERSONALITIES

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Richard Maxwell

9:15-9:30 a.m.

MONDAY THRU SATURDAY

Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy.

Outdoors With Bob Edge

5:30-5:45 p.m.

EACH THURSDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

Al Bernard's Minstrels

3:45-4:00 p.m.

EACH WEDNESDAY AND FRIDAY

Al Bernard joins with the Four Clubmen and Lou Lubin in presenting an old-time minstrel show on Wednesday and Friday afternoons. The show includes comic dialogue and old-time musical favorites.

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Jack Leonard	Genevieve Rowe
Michael Loring	Nan Wynn

Golden Gate Jubilee Singers, Four Clubmen

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for June:

Van Alexander	Ray Herbeck
Eddie Bush	Ina Ray Hutton
Bob Chester	Andy Kirk
Larry Clinton	Kay Kyser
Del Courtney	Jimmie Lunceford
Xavier Cugat	Red Nichols
Ted Fiorito	Ray Noble
Dick Gasparre	Louis Prima

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts

(In English)

10:15-10:25, 11:30-11:40 a.m.

1:30-1:45, 5:50-6:00 p.m.

MONDAY THRU FRIDAY

(In French, German, Italian, Polish)

12:00 noon-1 p.m., 5-5:50 p.m.

MONDAY THRU SUNDAY

(5:00-6:00 p.m., SAT. & SUN.)

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

SPECIAL CBS BROADCASTS TO EUROPE

Hollywood News

MONDAY, 2:30-2:45 p.m.

THURSDAY, 7:45-8:00 p.m.

THURSDAY, 8:15-8:30 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish

6:15-7:00 p.m.

SUNDAY THRU FRIDAY

7:00-7:15 p.m., SAT. (WCBX)

12:30-12:45 p.m., 2:30-2:45 p.m.

5:15-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero, (both of WCBX). Monday through Friday by Adriano A. Rubio (WCAB).

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

Carmen Castelo's American Travelogues in Spanish

MONDAY, 8:30-8:45 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish

8:15-8:30 p.m.

EACH WEDNESDAY

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

Carmen Castelo's Broadway Column in Spanish

FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

MAY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of May programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

As the German war-machine thrust through the Low Countries and deep into France, Columbia's schedule of war news broadcasts was expanded and intensified. Meeting the keen desire of the American public for immediate news as total war flared up, CBS added a new 10:30-10:45 p.m. daily period of news direct from the nerve-centers of Europe — making three separate sets of broadcasts from Europe each day. During the heaviest fighting, CBS added bulletins, special reports and analyses to its regular schedule news. Following are some of the special news broadcasts during May:

MAY 9: 3:05-3:15 a.m.

MAY 10: 12:05-12:15 p.m., 1:30-1:35 p.m., 11:15-11:30 p.m.

MAY 11: 8:15-8:30 a.m., 1:15-1:30 p.m.

MAY 12: 11:03-11:30 p.m.

MAY 14: 10:15-10:30 p.m.

MAY 16: 10:45-11:15 p.m.

MAY 17: 9:30-9:45 a.m., 11:01-11:06 p.m.

MAY 18: 9:35-9:40 a.m., 2:30-3:00 p.m.

MAY 19: 4:00-4:30 p.m.

MAY 20: 10:32-10:37 p.m.

MAY 21: 10:45-11:00 p.m.

MAY 22: 10:45-11:00 p.m.

MAY 24: 11:15-11:30 p.m.

MAY 25: 10:15-10:45 p.m.

MAY 27: 3:30-3:50 a.m., 12:00-12:10 p.m.

In addition to news broadcasts, Columbia listeners heard the makers of history speak many times in May. The following persons broadcast either from the capitals of Europe or from America, about the war or about the United States' plans for defense:

MAY 15: Queen Wilhelmina of the Netherlands spoke from London, following her flight to Great Britain as the German army quickly conquered the Low Countries, 4-4:20 p.m.

MAY 16: President Franklin D. Roosevelt's special message to Congress urging passage of a large appropriation for the American army, navy, and air force, was broadcast over CBS, 2-2:30 p.m.

MAY 19: Colonel Charles A. Lindbergh assailed what he termed war "hysteria" in a special exclusive broadcast over CBS, 10:30-10:45 p.m.

MAY 22: Senator James F. Byrnes, Democrat of South Carolina, delivered an answer to Colonel Lindbergh's CBS address, 10:30-10:45 p.m.

MAY 24: King George VI spoke to the entire British Empire in a world-wide broadcast on Empire Day, 4-4:20 p.m.

MAY 26: Representative Hamilton Fish, Republican of New York, presented "A Republican Peace Program," 8-8:15 p.m.

MAY 26: President Roosevelt described his administration's activities in behalf of American defense and discussed the new defense appropriations in a fireside chat, 10:30-11 p.m.

MAY 28: Lord Alfred Duff Cooper, British Minister of Information, was heard in a special broadcast as news came to England of King Leopold's surrender to Germany, 4-4:20 p.m.

MAY 28: Ralph McAllister Ingersoll, editor and publisher of PM, discussed "Radio and the Press and War," 10:15-10:30 p.m.

MAY 29: James Bryant Conant, president of Harvard University, spoke from Boston on "What We Should Do to Help the Allies" over CBS, 10:15-10:30 p.m.

MAY 30: Representative Oscar Youngdahl, Republican of Minnesota, discussed "America's Defenses," 10:15-10:30 p.m.

MAY 31: Adolph A. Berle, Jr., assistant secretary of state, was heard in an address from Carnegie Hall, 5:30-5:15 p.m.

OTHER PUBLIC AFFAIRS

MAY 7: Representative Harold D. Cooley, Democrat of North Carolina, spoke from WJSV, 10:45-11 p.m.

MAY 8: Representative Thomas A. Jenkins, Republican of Ohio, discussed "The New Relief Situation," 10:15-10:30 p.m.

MAY 9: Representative August Andersen, Republican of Minnesota, spoke on the topic, "Foreign Gold Purchased by the United States," 10:30-10:45 p.m.

MAY 10: President Roosevelt formally opened The Eighth American Scientific Congress in Washington with an address in which he discussed the constructive and destructive uses of scientific method, 10:30-11 p.m.

MAY 11: From Town Hall in New York, CBS broadcast a round table discussion on "The Shorter Work Week," 10:15-10:30 a.m.

MAY 11: Representative Wright Patman, Democrat of Texas, discussed "The Chain Store Bill," 10:15-10:30 p.m.

MAY 11: Wendell Willkie, candidate for the 1940 Republican nomination, spoke exclusively over CBS from a Republican dinner in St. Paul, 11:30-12 midnight.

MAY 11: Paul V. McNutt, Federal Security Administrator, spoke from the Philharmonic Auditorium in Los Angeles, 12:45-1 a.m.

MAY 11: Representative William Lemke, Republican of North Dakota, charged that "Congress Fails the Farmer Again" in a special CBS address, 10:30-10:45 p.m.

MAY 13: Senator Joseph C. O'Mahoney, Democrat of Wyoming, chairman of Temporary National Economic Committee investigating monopolies, was heard by the Columbia audience in an address from Washington, 10:15-10:30 p.m.

MAY 13: Lee Pressman, general counsel of the C.I.O. discussed the Wagner Act, 10:15-10:30 p.m.

MAY 20: CBS broadcast Assistant Secretary of the Treasury Herbert E. Gaston's address at the U.S. Coast Guard Academy commencement exercises, 3:45-4 p.m.

MAY 21: Wendell L. Willkie, spoke for the second time in May over CBS—this time an informal address from the Hoosier box supper in New York City, 10:15-10:45 p.m.

MAY 22: Senator H. Styles Bridges, Republican of New Hampshire, forecast "The Political Outlook for 1940," in a CBS broadcast, 10:15-10:30 p.m.

MAY 28: Undersecretary of State Sumner Welles and Archibald MacLeish, Librarian of Congress, spoke at ceremonies of the Library of Congress, 4:45-5 p.m.

SPECIAL EVENTS

MAY 7: CBS broadcast a program from the Parent Teachers Association Convention in Omaha, 3:45-4 p.m.

MAY 8: Latest scientific research in electrical thought-waves as a means of diagnosing brain ailments and advances in healing by drugs were described during a special half-hour broadcast, 10:30-11 p.m.

MAY 11: Kate Smith sang "The Star Spangled Banner" and "God Bless America" at the rededication of the World's Fair Court of Peace, 3:30-4 p.m.

MAY 12: James L. Fly, chairman of the F. C. C., paid tribute to the Susquehanna Emergency Network, a group of amateur radio operators who serve the Susquehanna Valley and eastern seaboard during floods and snowstorms, in a program describing the S. E. N.'s work, 9-9:30 a.m.

MAY 13, 18, 22, 24, 25 & 30: CBS covered, in order, the Toboggan Handicap, The

Withers, The Acorn, Peter Pan Handicap, The Juvenile, and Suburban Handicap at Belmont Park, with Ted Husing or Bryan Field describing the races as they were run, 4:45-5 p.m.

MAY 19: The Knights of Columbus broadcast "A Prayer for Peace" from Kansas City in answer to the plea of Pope Pius XII for wide distribution of his encyclical letter exhorting unity in opposing world evils, 8-8:30 p.m.

MAY 23: CBS broadcast a special program from Chicago on the fiftieth anniversary of Hull-House, 10:15-10:30 p.m.

MAY 23: Lewis H. Brown, War Relief Fund Chairman of the American Red Cross, appealed for funds in a CBS address, 10:45-11 p.m.

MAY 25: John McCormick, CBS staff reporter, broadcast from the first of TWA's new Boeing Stratoliners on its inaugural flight, 2:45-3 p.m.

MAY 25: CBS broadcast the speech of Rev. Dr. Edwin M. Poteat from the Northern Baptist Convention at Atlantic City, 2:15-2:30 p.m.

MAY 25: Morton Downey and boxer Tom Sharkey were featured on CBS salute to Golden Gate Exposition on opening night, 11:30-12 midnight.

MAY 26: Radio's brightest stars—Jack Benny, Eddie Cantor, Bob Hope, and many others—joined Red Cross officials and Mrs. Franklin D. Roosevelt in an appeal for warm support of the Red Cross drive for funds, 2-3 p.m.

MAY 30: After a preview of the race on May 28, CBS broadcast an on-the-spot account of the thrilling final half-hour of the 500-mile Indianapolis auto race, 4-4:30 p.m.



THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building,
Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder
Building, Charlotte, North Carolina • 817 Earle Building, Washington • Columbia
Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

CBS PROGRAM BOOK · JULY 1940

See Page 29





JULY, 1940

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 14

WABC SPONSORED PROGRAMS: pp. 14 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:

Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:

Ford, Lincoln, Lincoln Zephyr,
Mercury Page 7

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:

Lucky Strike Cigarettes.
Half & Half Smoking Tobacco . . . Page 3

AXTON-FISHER TOBACCO COMPANY:

Twenty Grand Cigarettes Page 13

BROWN & WILLIAMSON TOBACCO CORP.:

Raleigh Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:

Chesterfield Cigarettes Page 9

PENN TOBACCO COMPANY:

Kentucky Club Pipe Tobacco . . . Page 10

PHILIP MORRIS & COMPANY, LTD.:

Philip Morris Cigarettes Page 10

R. J. REYNOLDS TOBACCO COMPANY:

Camel Cigarettes,
Prince Albert Tobacco Pages 11, 12

STEPHANO BROTHERS:

Marvels Cigarettes Page 14

U. S. TOBACCO COMPANY:

Dill's Best, Model Tobacco Page 12

● CONFECTIONERY

DOUBLEMINT GUM:

Doublemint Gum Page 6

SPEARMINT GUM:

Spearmint Gum Page 12

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:

Edna Wallace Hopper Cosmetics,
Louis Philippe Page 3

ANACIN COMPANY:

Anacin Page 3

BATHASWEET CORPORATION:

Bathasweet Products Page 13

BAYER COMPANY:

Bayer Aspirin Page 3

CHAMBERLAIN LABORATORIES, INC.:

Chamberlain Lotion Page 12

CHESEBROUGH MANUFACTURING COMPANY:

Vaseline Preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:

(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap,
Colgate Tooth Powder Pages 5, 6

COLONIAL DAMES, INC.:

Cosmetics Page 13

GILLETTE SAFETY RAZOR COMPANY:

Gillette Shaving Cream,
Safety Razors and Blades Page 8

LADY ESTHER LTD.:

Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish . . . Page 8

THE LAMBERT COMPANY:

Listerine Products,
Prophylactic Brushes Page 9

LEVER BROTHERS COMPANY:

(See also Foods; Laundry Soaps)
Lux Toilet Soap, Lifebuoy Page 9

LOS ANGELES SOAP COMPANY:

White King Soap,
Sierra Pine Toilet Soap Page 13

MENNEN COMPANY:

Mennen Shave Products Page 15

THE PROCTER & GAMBLE COMPANY:

(See also Laundry Soaps; Foods)
Teel, Drene, Ivory Page 11

FOODS & BEVERAGES

BOWEY'S, INC.:	
Dari-Rich Products	Page 3
CALIFORNIA FRUIT GROWERS EXCHANGE:	
Sunkist Oranges, Lemons	Page 4
CAMPBELL SOUP COMPANY:	
Campbell's Soups, Beans, and Tomato Juice, Franco-American Spaghetti	Page 4
CONTINENTAL BAKING COMPANY, INC.:	
Wonder Bread, Hostess Cake	Page 6
CORN PRODUCTS SALES CO.: (See also <i>Laundry Soaps</i>)	
Kre-Mel Dessert, Mazola Salad & Cooking Oil, Karo Table Syrup, Argo Corn Starch for Puddings	Page 6
GENERAL FOODS CORPORATION: (See also <i>Laundry Soaps</i>)	
Grape Nuts, Grape Nut Flakes, Post Toasties, Sanka, Minute Tapioca, Postum, Post's 40% Bran Flakes, Calumet, Swansdown	Pages 7, 8
GENERAL MILLS, INC.:	
Wheaties	Page 8
Gold Medal Flour	Page 13
GEO. A. HORMEL & COMPANY, MAKERS OF SPAM:	
Spam	Page 9
GREAT ATLANTIC & PACIFIC TEA CO.:	
A&P Stores	Page 12
IRONIZED YEAST, INC.	
Ironized Yeast	Page 8
KNOX GELATINE COMPANY:	
Knox Sparkling Gelatine	Page 13
LEVER BROTHERS COMPANY: (See also <i>Drugs; Laundry Soaps</i>)	
Spry	Page 9
PEPSI-COLA COMPANY:	
Pepsi-Cola	Page 10
PETER PAUL, INC.	
Mounds	Page 14
PET MILK SALES CORPORATION:	
Pet Evaporated Milk	Page 10
THE PROCTER & GAMBLE COMPANY: (See also <i>Toilet Goods; Laundry Soaps</i>)	
Criseo	Page 11

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY: (See also <i>Toilet Goods</i>)	
Concentrated Super Suds, Octagon Products	Page 5
CORN PRODUCTS SALES CO.: (See also <i>Foods</i>)	
Linit	Page 6
THE CUDAHY PACKING COMPANY:	
Old Dutch Cleanser	Page 6
GENERAL FOODS CORPORATION: (See also <i>Foods</i>)	
La France, Satina	Page 7
LEVER BROTHERS COMPANY: (See also <i>Drugs; Foods</i>)	
Rinso	Page 9
THE PROCTER & GAMBLE COMPANY: (See also <i>Toilet Goods; Foods</i>)	
Ivory, Oxydol, Chipso	Page 11

LUBRICANTS

AMERICAN OIL COMPANY:	
Amoco-Gas, Orange American Gas	Page 3
GULF OIL CORPORATION:	
Motor Oil and Gas	Page 8
TEXAS COMPANY:	
Texaco Products	Page 12

MISCELLANEOUS

COMMERCIAL CREDIT COMPANY:	
Automobile Finance Service	Page 6
EVERSHARP, INC.:	
Eversharp Pens and Pencils	Page 7
INTERNATIONAL SILVER COMPANY:	
International Sterling and 1847 Rogers Bros. Silverplate	Page 8
NATIONAL LEAD COMPANY:	
Dutch Boy Paints	Page 14
PRUDENTIAL INSURANCE COMPANY: OF AMERICA:	
Insurance Services	Page 11
WILMINGTON TRANSPORTATION CO.:	
Santa Catalina Island	Page 14

All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AFFILIATED PRODUCTS, INC. <i>(387th Week on CBS)</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 38 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample-Hummert, Inc.</i>
AMERICAN OIL COMPANY <i>(102nd Week on CBS)</i> The Human Side of the News by Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 45 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY <i>(218th Week on CBS)</i> Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i> Ben Bernie and All the Lads with Lew Lehr <i>Musical "mock trial"</i> (This series ends July 3)	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 55 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i> Half & Half Smoking Tobacco <i>Young & Rubicam, Inc.</i>
ANACIN COMPANY <i>(169th Week on CBS)</i> Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 39 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample-Hummert, Inc.</i>
BAYER COMPANY <i>(249th Week on CBS)</i> Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 55 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i>
BOWEY'S, INC. <i>(58th Week on CBS)</i> News and Rhythm with Dale Evans, vocalist, and Dave Bacal, instrumentalist <i>Talk and music</i>	Sunday 11:05-11:15 a.m. <i>Rebroadcast</i> 2:35-2:45 p.m. 32 CBS stations ORIGINATES: WRBM	Dari-Rich Products <i>Sorensen & Company</i>

BROWN & WILLIAMSON TOBACCO CORPORATION*(93rd Week on CBS)***Paul Sullivan Reviews
the News**

Mon. thru Fri.
6:30-6:45 p.m.
Rebroadcasts
7:15-7:30 p.m.
1:00-1:15 a.m.
57 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

*Batten, Barton, Durstine
& Osborn, Inc.*

CALIFORNIA FRUIT GROWERS EXCHANGE*(61st Week on CBS)***Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
29 CBS stations
ORIGINATES: KNX

Sunkist Oranges**Sunkist Lemons**

Lord & Thomas

CAMPBELL SOUP COMPANY*(291st Week on CBS)***Campbell's Short Short Story***Short story dramatizations*

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
53 CBS stations
ORIGINATES: WABC

Campbell's Tomato Juice

*Ward Wheelock
Company*

Amos 'n' Andy*Serial comedy-drama*

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
59 CBS stations
ORIGINATES: KNX

Campbell's Soups

*Ward Wheelock
Company*

Life Begins*with Bess Flynn**Dramatic serial*

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:30-3:45 p.m.
57 CBS stations
ORIGINATES: WABC

Fletcher Wiley*Talks*

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

Lanny Ross*Songs*

Mon. thru Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
56 CBS stations
ORIGINATES: WABC

Franco-American**Spaghetti**

Ruthrauff & Ryan, Inc.

CIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CHIESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(87th Week on CBS)</i> Dr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX	Vaseline Preparations <i>McCann-Erickson, Inc.</i>
CHRYSLER CORPORATION <i>(226th Week on CBS)</i> Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 82 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i>
COLGATE-PALMOLIVE-PEET COMPANY <i>(234th Week on CBS)</i> Colgate Ask-It-Basket with Jim McWilliams <i>Variety quiz program</i> Strange As It Seems <i>Dramatizations of unusual facts</i> Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i> Hilltop House starring Bess Johnson <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 62 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 78 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 78 CBS stations ORIGINATES: WABC	Colgate Dental Cream <i>Benton & Bowles, Inc.</i> Palmolive Shave Cream Palmolive Brushless Shave <i>Benton & Bowles, Inc.</i> Octagon Products <i>Benton & Bowles, Inc.</i> Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i> Palmolive Soap <i>Benton & Bowles, Inc.</i>

**COLGATE-PALMOLIVE-PEET
COMPANY***Continued***Stepmother***Serial drama*

Mon. thru Fri.
10:45-11:00 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY
(15th Week on CBS)**Bob Trout***News*

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcast
Mon. and Wed.
11:55-12:00 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.
(287th Week on CBS)**Pretty Kitty Kelly***Serial drama*

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
4:00-4:15 p.m.
46 CBS stations
ORIGINATES: WABC

Wonder Bread
Hostess Cake
Benton & Bowles, Inc.

Sky Blazers

with Col. Roscoe Turner, MC
Dramatizations

Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: WABC

Wonder Bread
Benton & Bowles, Inc.

CORN PRODUCTS SALES COMPANY
(286th Week on CBS)**Society Girl**

starring Charlotte Manson
Dramatic serial

Mon. thru Fri.
3:00-3:15 p.m.
48 CBS stations
ORIGINATES: WABC

Kre-Mel Dessert
Linit
Mazola Salad & Cooking
Oil
Karo Table Syrup
Argo Corn Starch for
Puddings
C. L. Miller Company

THE CUDAHY PACKING COMPANY
(288th Week on CBS)**Bachelor's Children***Serial drama*

Mon. thru Fri.
9:45-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser
*Roche, Williams &
Cunnyngham, Inc.*

DOUBLEMINT GUM
(420th Week on CBS)**Melody Ranch**

with Gene Autry
Western dramatic series

Sunday
6:30-7:00 p.m.
67 CBS stations
ORIGINATES: KNX

Doublemint Gum
*J. Walter Thompson
Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EVERSHARP, INC. <i>(40th Week on CBS)</i> Take It or Leave It with Bob Hawk, MC, Ray Bloch's Orchestra, David Ross <i>Quiz</i>	Sunday 10:00-10:30 p.m. 2 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils <i>The Biow Company</i>
FORD MOTOR COMPANY <i>(325th Week on CBS)</i> Ford Summer Hour with Jessica Dragonette, James Newill, baritone, Linton Wells as "Rouge Reporter," Budd Hulick, MC, Leith Stevens and His Orchestra <i>Music and variety</i>	Sunday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WJR	Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i>
GENERAL FOODS CORPORATION <i>(267th Week on CBS)</i> We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i> Elmer Davis <i>News</i> Kate Smith Speaks; News <i>Talks and news</i> My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i> Joyce Jordan, Girl Interne <i>Serial drama</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 79 CBS stations ORIGINATES: WABC Mon., Wed., Thurs. 8:55-9:00 p.m. 87 CBS stations ORIGINATES: WABC Mon. thru Fri. 12:00-12:15 p.m. 67 CBS stations ORIGINATES: LAKE PLACID Mon. thru Fri. 2:45-3:00 p.m. 68 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 51 CBS stations ORIGINATES: WABC	Grape Nuts Flakes <i>Young & Rubicam, Inc.</i> Post Toasties <i>Benton & Bowles, Inc.</i> Grape Nuts <i>Young & Rubicam, Inc.</i> Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> La France Satina Minute Tapioca <i>Young & Rubicam, Inc.</i>

GENERAL FOODS CORPORATION <i>Continued</i> Young Dr. Malone <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 69 CBS stations ORIGINATES: WABC	Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i>
GENERAL MILLS, INC. <i>(499th Week on CBS)</i> By Kathleen Norris <i>Dramatization of her novels</i>	Mon. thru Fri. 5:00-5:15 p.m. 24 CBS stations ORIGINATES: WABC	Wheaties <i>Knox Reeves Advertising, Inc.</i>
GILLETTE SAFETY RAZOR COMPANY <i>(59th Week on CBS)</i> Elmer Davis <i>News</i>	Tues., Fri. 8:55-9:00 p.m. 88 CBS stations ORIGINATES: WABC	Gillette Shaving Cream, Safety Razors and Blades <i>Maxon, Inc.</i>
GULF OIL CORPORATION <i>(334th Week on CBS)</i> Adventures of Ellery Queen <i>Detective dramatizations</i>	Sunday 7:30-8:00 p.m. 70 CBS stations ORIGINATES: WABC	Motor Oil and Gas <i>Young & Rubicam, Inc.</i>
INTERNATIONAL SILVER COMPANY <i>(121st Week on CBS)</i> Fun in Print Supervised by the Literary Guild, with Sigmund Spaeth, MC <i>Literary quiz</i>	Sunday 6:00-6:30 p.m. 26 CBS stations ORIGINATES: WABC	International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i>
IRONIZED YEAST CO., INC. <i>(41st Week on CBS)</i> Court of Missing Heirs <i>Drama</i>	Tuesday 8:00-8:30 p.m. 66 CBS stations ORIGINATES: WARC	Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i>
LADY ESTHER, LTD. <i>(343rd Week on CBS)</i> Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE LAMBERT COMPANY <i>(157th Week on CBS)</i> Grand Central Station <i>Dramatic programs</i>	Friday 9:30-10:00 p.m. 56 CBS stations ORIGINATES: WABC	Listerine Products Prophylactic Brushes <i>Lambert & Feasley, Inc.</i>
LEVER BROTHERS COMPANY <i>(257th Week on CBS)</i> Uncle Jim's Question Bee <i>Quiz</i> The Adventures of Mr. Meek <i>Drama</i> <i>(Beginning July 10)</i> Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> <i>(This series ends July 8)</i> Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i> Aunt Jenny's Real Life Stories <i>Dramatic sketches</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: WABC Monday 9:00-10:00 p.m. 63 CBS Stations 29 CBC stations ORIGINATES: KNX Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC	Rinso <i>Ruthrauff & Ryan, Inc.</i> Lifebuoy <i>William Esty & Company, Inc.</i> Lux Toilet Soap <i>J. Walter Thompson Company</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Spry <i>Ruthrauff & Ryan, Inc.</i>
LIGGETT & MYERS TOBACCO COMPANY <i>(390th Week on CBS)</i> Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle <i>Popular music</i>	Tues., Wed., Thurs. 10:00-10:15 p.m. 95 CBS stations ORIGINATES: ON TOUR	Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i>

PENN TOBACCO COMPANY
(40th Week on CBS)

Vox Pop
Parks and Wally
Interviews

Thursday
7:30-8:00 p.m.
50 CBS stations
ORIGINATES: WABC

Kentucky Club Pipe
Tobacco
Ruthrauff & Ryan, Inc.

PEPSI-COLA COMPANY
(31st Week on CBS)

Tom Shirley—News

Tues., Thurs., Sat.
6:00-6:05 p.m.
Rebroadcasts
10:55-11:00 p.m.
11:00-11:05 p.m.
110 CBS stations
ORIGINATES: WABC

Pepsi-Cola
Newell-Emmett Co., Inc.

PET MILK SALES CORPORATION
(346th Week on CBS)

Saturday Night Serenade
Mary Eastman, soprano; Bill Perry,
tenor; Bob Trout, Musical Host, and
Gustave Haenschen's Orchestra
and Chorus
Musical

Mary Lee Taylor
home economist
Household advice

Saturday
9:45-10:15 p.m.
54 CBS stations
ORIGINATES: WABC

Pet Evaporated Milk
*Gardner Advertising
Company*

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
65 CBS stations
ORIGINATES: KMOX

Pet Evaporated Milk
*Gardner Advertising
Company*

PHILIP MORRIS & COMPANY, LTD.
(204th Week on CBS)

Johnny Presents
Johnny Green's Orchestra,
Dramatized "Perfect Crime," Floyd
Sherman, Roger Kinney, Audrey
Marsh, "Beverly," Glenn Cross, Ray
Bloch's Swing 14
Musical variety and dramatic interlude

Friday
9:00-9:30 p.m.
Rebroadcast
11:30-12:00 p.m.
79 CBS stations
ORIGINATES: WABC

Philip Morris Cigarettes
The Biow Company, Inc.

Philip Morris Musical Game
with Johnny Green's Orchestra.
Ray Bloch's Swing 14, "Beverly,"
Audrey Marsh, Glenn Cross,
Floyd Sherman
Musical variety and quiz

Sunday
8:30-8:55 p.m.
Rebroadcast
11:00-11:25 p.m.
62 CBS stations
ORIGINATES: WABC

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. <i>(297th Week on CBS)</i> Professor Quiz with Bob Trout <i>Questions and answers</i>	Tuesday 9:30-10:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 48 CBS stations ORIGINATES: WABC	Teel Drene <i>H. W. Kastor & Sons</i>
Truth and Consequences <i>Quiz</i>	Saturday 9:45-10:15 p.m. 4 CBS stations ORIGINATES: WABC	Ivory Soap <i>Compton Advertising, Inc.</i>
The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 24 CBS stations ORIGINATES: WABC	Oxydol <i>Blackett-Sample-Hummert, Inc.</i>
Life Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 32 CBS stations ORIGINATES: WABC	Ivory Soap <i>Compton Advertising, Inc.</i>
Right to Happiness <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m. 36 CBS stations 31 CBC stations ORIGINATES: WBBM	Crisco <i>Compton Advertising, Inc.</i>
Road of Life <i>Serial drama</i>	Mon. thru Fri. 1:45-2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso <i>Pedlar & Ryan, Inc.</i>
PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(58th Week on CBS)</i> When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 51 CBS stations ORIGINATES: WABC	Insurance Services <i>Benton & Bowles, Inc.</i>
R. J. REYNOLDS TOBACCO COMPANY <i>(374th Week on CBS)</i> Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 99 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i>

CLIENT AND PROGRAM	TIME	PRODUCTS AND AGENTS
R. J. REYNOLDS TOBACCO COMPANY <i>Continued</i> The Al Pearce Show with Blanche Stewart, Artie Auerbach, Arthur Q. Bryan, Marie Greene and Her Merry Men, and Carl Hoff and His Orchestra <i>Variety</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 101 CBS stations ORIGINATES: WABC	Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i>
SPEARMINT GUM <i>(420th Week on CBS)</i> Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 74 CBS stations ORIGINATES: WBBM	Spearmint Gum <i>Neisser Meyerhoff, Inc.</i>
TEXAS COMPANY <i>(162nd Week on CBS)</i> Texaco Star Theatre with James Wallington, MC, Frances Langford, Kenny Baker, and David Broekman's Orchestra <i>Variety</i>	Wednesday 9:00-9:30 p.m. 87 CBS stations ORIGINATES: KNX	Texaco products <i>Buchanan & Co.</i>
U. S. TOBACCO COMPANY <i>(266th Week on CBS)</i> Pipe Smoking Time with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>
GREAT ATLANTIC & PACIFIC TEA CO. <i>(103rd Week on CBS)</i> Musico <i>Musical series</i>	Wednesday 10:15-10:45 p.m. ORIGINATES: WEEI	A&P Stores <i>Paris & Peart</i>

**COLUMBIA
NEW ENGLAND
NETWORK**

**COLUMBIA
MIDWESTERN
NETWORK**

GENERAL MILLS, INC.
(499th Week on CBS)

Caroline's Golden Store
Dramatic serial

Mon. thru Fri.
3:15-3:30 p.m. CST
ORIGINATES: WBBM

Gold Medal Flour
*Blackett-Sample-
Hummert, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

AXTON-FISHER TOBACCO CO.
(42nd Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
9:45-9:55 p.m. PST
ORIGINATES: KNX

Twenty Grand Cigarettes
Weiss & Geller, Inc.

BATHASWEET CORPORATION
(39th Week on CBS)

Bob Garred Reporting
News

Tues., Thurs.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Bathasweet Products
*H. M. Kieseewetter
Advertising Agency*

COLONIAL DAMES, INC.
(30th Week on CBS)

Beauty Explorer
Beauty commentary

Friday
8:55-9:00 p.m. PST
ORIGINATES: KNX

Cosmetics
*Glasser Advertising
Agency*

GENERAL MILLS, INC.
(Sperry Flour Co.)
(499th Week on CBS)

My Children
Dramatic serial

Mon. thru Fri.
1:15-1:30 p.m. PST
ORIGINATES: WBBM

Wheathearts
*Westco Advertising
Agency, Inc.*

KNOX GELATINE COMPANY
(63rd Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Knox Sparkling
Gelatine
Kenyon & Eckhardt

LOS ANGELES SOAP COMPANY
(40th Week on CBS)

Knox Manning
News

Mon. thru Fri.
11:45-12:00 noon
PST
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan Co

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
NATIONAL LEAD COMPANY <i>(21st Week on CBS)</i> Answer Auction <i>Quiz</i>	Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX	Dutch Boy Paints <i>Erwin, Wasey & Company</i>	COLUMBIA PACIFIC NETWORK
STEPHANO BROTHERS <i>(50th Week on CBS)</i> Sports Huddle with Tom Breneman and Braven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 6:45-6:55 p.m. PST ORIGINATES: KNX	Marvels Cigarettes <i>The Aitkin-Kynett Co.</i>	
PETER PAUL, INC. <i>(Starts July 15th)</i> Bob Garred Reporting <i>News</i>	Mon., Wed., Fri. 4:45-4:55 p.m. ORIGINATES: KNX	Mounds Candy <i>Brisacher, Davis & Staff</i>	COLUMBIA CALIFORNIA NETWORK
WILMINGTON TRANSPORTATION CO. <i>(30th Week on CBS)</i> Santa Catalina Fun Quiz with Gary Breckner <i>Ad-lib quiz</i>	Mon. thru Fri. 1:30-1:45 p.m. ORIGINATES: KNX	Santa Catalina Island <i>Neisser-Meyerhoff, Inc.</i>	
AMERICAN CIGARETTE & CIGAR COMPANY (Subsidiary American Tobacco Company) <i>(27th Week on WABC)*</i> The Rising Son <i>One-minute announcements</i> Odd Side of the News News	Mon. thru Sat. 6:35-7:00 a.m. Mon. thru Sat. 8:25-8:30 a.m. Sat., Sun. 11:00-11:05 a.m. Sunday 8:00-8:05 a.m. 2:30-2:35 p.m. Mon. thru Sat. 11:30-11:35 p.m.	Pall Mall Famous Cigarettes <i>Young & Rubicam, Inc.</i>	WABC SPONSORED PROGRAMS

**WABC
SPONSORED
PROGRAMS**

Continued

AMERICAN TOBACCO COMPANY <i>(27th Week on WABC)*</i> Your Hit Parade (Time and Tunes) <i>Two-and-one-half minute transcriptions</i>	Mon. thru Sat. AT 7:00 a.m., 1:00 a.m., 2:00 a.m.	Lucky Strike Cigarettes <i>Lord & Thomas</i>
BULOVA WATCH COMPANY <i>(566th Week on WABC)</i> Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
GORDON BAKING COMPANY <i>(36th Week on WABC)</i> Hollywood Dreams	Tues., Thurs. 11:00-11:15 a.m.	Roman Meal Bread <i>Barton A. Stebbins</i>
KRUG BAKING COMPANY <i>(27th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Mon., Wed., Fri. 8:45-9:00 a.m.	Bakery Products and Co <i>Elmer L. Cline</i>
MELVILLE SHOE COMPANY <i>(84th Week on WABC)</i> Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Thom McAn Shoes <i>Neff-Rogow, Inc.</i>
THE NEWSPAPER PM, INC. <i>(4th Week on WABC)</i> Stanley High—News Time Signals	Mon. thru Sat. After Baseball Broadcasts Sun. thru Sat. Twice Daily	PM <i>Compton Advertising, Inc.</i>
OLNEY & CARPENTER <i>(10th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Tuesday 8:45-9:00 a.m.	O & C Canned Food Products <i>Fuller & Smith & Ross Inc.</i>

**WABC
SPONSORED
PROGRAMS**
Continued
RAPINWAX PAPER COMPANY
(13th Week on WABC)
Woman's Page of the Air
with Adelaide Hawley

 Thursday
8:45-9:00 a.m.

 Rapinwax Paper
W. I. Tracy, Inc.
R. J. REYNOLDS TOBACCO COMPANY
*(12th Week on WABC)**
**Home Games of New York
Giants and Yankees**
Play-by-play descriptions by Mel Allen

 Mon. thru Sat.
approximately
3:15-5:30 p.m.

 Camel Cigarettes
*William Esty &
Company, Inc.*
SELECT THEATRES CORPORATION
(16th Week on WABC)
Musical Comedy Favorites
Popular music

 Mon. Wed., Fri.
8:15-8:20 a.m.

 New "Hellzapoppin"
*The Blaine Thompson
Company, Inc.*
**WESTINGHOUSE ELECTRIC &
MANUFACTURING CO.**
(4th Week on WABC)
Woman's Page of the Air
with Adelaide Hawley

 Saturday
8:45-9:00 a.m.

 Tenderay Process
and Products
*Fuller & Smith & Ross,
Inc.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 19
3. SPECIAL EVENTS	Page 20
4. VARIETY	Page 20
5. DRAMATIC SERIES	Page 22
6. CHILDREN'S PROGRAMS	Page 22
7. SERIOUS MUSIC	Page 23
8. RELIGIOUS BROADCASTS	Page 24
9. EDUCATIONAL PROGRAMS	Page 25
10. PERSONALITIES	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: JUNE PROGRAMS	Page 29

NEWS BROADCASTS

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Eric Sevareid, Erland Echlin from London; William L. Shirer, Edwin Hartrich, Winston Burdette from Berlin; Cecil Brown from Rome; Larry Leseur from R.A.F. headquarters in Great Britain; Frank Stevens, Spencer Williams from Bucharest; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., TUESDAY, THURSDAY AND SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:30-10:45 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:15 a.m., 3:30 p.m., 12:30, 1:55 a.m., MONDAY THRU FRIDAY; 6:30, 9:15, 11:00 a.m., 3:30, 6:00 p.m., 12:30, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:30, 1:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

**PUBLIC
AFFAIRS**

Continued

Democratic Convention

VARIOUS HOURS

STARTING SATURDAY, JULY 13

A battery of Columbia radio correspondents presents complete coverage of the Democratic Presidential nominating convention in Chicago. The series of broadcasts features the keynote address and other addresses, interviews, frequent analyses of the balloting, and actual on-the-floor descriptions of the caucus. A preliminary broadcast by Democratic spokesmen is scheduled for Saturday, July 13, and the broadcasting schedule for the convention itself will take shape from day to day as the news breaks.

Raymond J. Kelly

5:30-5:45 p.m.

MONDAY, JULY 1

Raymond J. Kelly, national commander of the American Legion, discusses "Education for the Coming Defense" in connection with the National Education Association convention in Milwaukee.

Dr. Francis Townsend

10:15-10:30 p.m.

WEDNESDAY, JULY 3

Dr. Francis E. Townsend, originator of the Townsend Plan, is interviewed by Harry Flannery in St. Louis, the scene of the group's convention.

"Schools and War"

10:15-10:45 p.m.

THURSDAY, JULY 4

"Schools and War" is discussed in a special CBS Independence Day broadcast from the convention of the National Education Association in Milwaukee. Speakers in the symposium include: John W. Studebaker, U. S. Commissioner of Education, Chairman; Dr. Carroll R. Reed, Superintendent of Schools, Minneapolis; Fred M. Hunter, University of Oregon; Bertram E. Packard, Commissioner of Education, Augusta, Georgia; L. H. Dennis, executive secretary, American Vocational Association; and Caroline S. Woodruff, past president of N. E. A.

SPECIAL EVENTS

VARIETY

Empire City Races

4:30-4:45 p.m.

THURSDAY, JULY 4

SATURDAY, JULY 6, 13, 20, 27

Ted Husing is at the trackside, covering the five principal stake races at Empire City in July. He is assisted by Jimmy Dolan. Their schedule:

JULY 4: The Demoiselle Stakes.

JULY 6: The Butler Handicap.

JULY 13: Empire City Handicap.

JULY 20: Fleetwing Handicap.

JULY 27: Yonkers Handicap.

"Forecast"

9:00-10:00 p.m.

EACH MONDAY

BEGINNING JULY 15

In eight weeks of broadcasting, starting July 15, "Forecast" will present a series of new programs based on unusual, exciting radio ideas and featuring many famous screen and stage personalities. Each production represents the combination of at least one star personality and an idea designed to display that star in a peak performance. On six nights, half of the program originates from New York and the other half from Hollywood, while the remaining two broadcasts are full-hour shows, one from each coast.

JULY 15: From New York: Raymond Paige, Albert Spalding, Frankie Hyers, a symphony orchestra of 55 musicians and a 15-piece jazz orchestra in a "Battle of Music". From Hollywood: Fredric March and Florence Eldridge in an adaptation of Booth Tarkington's "The Gentleman from Indiana."

Among those who will take part in subsequent broadcasts are:

Actors: Herbert Marshall, Loretta Young, Margaret Sullavan, Charles Laughton, Elsa Lanchester, Gertrude Lawrence, Donald Cook, Burgess Meredith, Frank Craven, Walter Hampden, Martha Scott, Ruth Gordon.

Comedians: Edward Everett Horton, Danny Kaye, Ed Gardner, Eddie Greene, Robert Coote, Jed Prouty, Arthur Q. Bryan, Colonel Lemuel Q. Stoopnagle.

Singers: Paul Robeson, John Boles, Mary Martin, Joan Edwards, Gertrude Neisen, Woody Guthrie, the Golden Gate Quartet, the Eva Jessye Choir.

VARIETY

Continued

PROGRAM AND TIME	DESCRIPTION
We All Sang 10:45-11:00 p.m. MONDAY THRU SATURDAY	Columbia's outstanding soloists and vocal groups present this unusual new series of America's favorite songs six evenings a week. Featured on the program at different times in June will be Genevieve Rowe, Soprano, The Four Clubmen, the Golden Gate Quartet, whose Negro spirituals are particularly popular, and Michael Loring.
"So You Think You Know Music" 8:00-8:30 p.m. EACH MONDAY	Ted Cott continues to conduct this amusing musical inquisition on Sunday afternoons. Leonard Liebling judges the four contestants, two of whom are professional musicians and two drawn from the studio audience. They compete for concert tickets, books, and phonograph records.
Columbia Gay Nineties Revue 7:30-8:00 p.m. EACH SATURDAY	Columbia entertainers get into bowlers and bustles and revert to the songs and comedy, and melodrama of the nineties. Songwriter Joe Howard, 73 year old master of ceremonies, introduces Genevieve Rowe, Beatrice Kay, Billy Greene, the Four Clubmen, Frank Lovejoy, and the Floradora girls. Ray Bloch is the conductor, Al Rinker the producer.
"Man About Hollywood" 8:00-8:30 p.m. EACH FRIDAY	George McCall returns to CBS with his popular program of Hollywood news and interviews, and dramatizations of important events in the film capital. Lud Gluskin and his orchestra provide musical interludes.
Let's Be Lazy 9:30-10:00 a.m. EACH SATURDAY	Tom Moore, 225-pounder and radio's laziest announcer, persuades his listeners to take life easy in this unusual Saturday morning series. Dale Evans sings when Moore gets tired.
"Singing Bee" 10:30-11:00 a.m. EACH SATURDAY	Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.

VARIETY

Choose Up Sides

8:30-9:00 p.m.

EACH FRIDAY

Two teams of guest sports experts compete in a quiz about all kinds of games, players, and records. Caswell Adams, the New York Herald Tribune's boxing expert, and John Lardner captain the opposing teams, while Arthur Mann poses the questions.

Flow Gently Sweet Rhythm

5:30-6:00 p.m.

EACH SUNDAY

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

Columbia Workshop

8:00-8:30 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Columbia's leading staff directors are assigned to the plays, which are submitted by new young writers as well as by established script-writers. Douglas Coulter supervises production of the plays and selection of the scripts.

DRAMATIC
SERIES**Let's Pretend**

12:30-1:00 p.m.

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has already in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

CHILDREN'S
PROGRAMS**"March of Games"**

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvis Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
Columbia Broadcasting Symphony Orchestra 3:00-4:30 p.m. EACH SUNDAY	Howard Barlow conducts the Columbia Symphony Orchestra in this series of classical selections, including many outstanding modern works. William Fineshriber is permanent intermission commentator. JULY 7: All <i>Johann Strauss, Jr.</i> : "Ballg'schichten" Walzer, "Champagner" Polka, "Telegrafische Depeschen" Walzer, "Schnellpost" Polka. "Motoren" Walzer.
Columbia Concert Orchestra 5:15-5:45 p.m. MONDAY, WEDNESDAY AND FRIDAY	The Columbia Concert Orchestra is regularly heard over the coast-to-coast CBS Network in three periods a week of classical selections. Conductors for the broadcast are Howard Barlow, on Wednesday afternoon, and Bernard Herrmann on Mondays and Fridays.
Vera Brodsky 2:00-2:30 p.m. EACH SATURDAY	Vera Brodsky, internationally famous concert and radio pianist, devotes her new cycle of broadcasts to piano compositions of Brahms.
Dorian String Quartet 11:30 a.m.-12:00 noon EACH SATURDAY	The Dorian String Quartet—Alexander Cores and Harry Friedman, violins, David Mankovitz, viola, and Bernard Greenhouse, cello—are heard in a summer series of concerts of contemporary music.
Yella Pessl VARIOUS HOURS	Yella Pessl, one of the musicians who saved the harpsichord from retirement as a museum piece, plays that instrument in five broadcasts a week over CBS. Sunday at 11:15 a.m., Monday and Tuesday at 5:15 p.m., Thursday at 3:35 p.m., and Saturday at 6:30 p.m.
Lewisohn Stadium Concert 9:30-10:00 p.m. WEDNESDAY	CBS, which for ten seasons has exclusively broadcast the New York Philharmonic-Symphony Orchestra's Carnegie Hall programs, broadcasts the Orchestra's concerts from New York's famous Lewisohn Stadium.

**RELIGIOUS
BROADCASTS**
Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In July:

JULY 7: Morning: Rev. Hillyer H. Straton, First Baptist Church, Detroit.

Afternoon: Prof. Henry Gebhardt, Cathedral College, New York City (Catholic).

JULY 14: Morning: Rev. Richard Roberts, Toronto, Canada (visiting preacher, Collegiate Church of St. Nicholas, New York City).

Afternoon: Rev. Aloysius F. Coogan, National Propagation of the Faith Society, New York City (Catholic).

JULY 21: Morning: Rev. J. W. Schillinger, president, Ohio District, American Lutheran Church, Columbus, Ohio.

Afternoon: Elder Charles A. Callis, member of the Council of the Twelve, Salt Lake City.

JULY 28: Morning: Rev. E. J. Kulp, D.D., Grand Avenue Methodist Episcopal Church, Kansas City, Missouri.

Afternoon: Mrs. Elsie Garton, former Second Reader, Christian Science Church, Upper Darby, Pennsylvania.

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

JULY 7: Hattie McDaniel, Academy Award Winner, 1939, Hollywood, California.

JULY 14: Bishop E. Ward Nichols, A. M. E. Church, New York City.

JULY 21: Rev. J. D. Howell, St. Stephen A. M. E. Church of Detroit, Michigan.

JULY 28: Miss C. E. Whitmore, President of the Women's Federated Clubs, Shreveport, La.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Invitation to Learning

4:30-5:00 p.m.

EACH SUNDAY

This new series invites listeners to read or re-read the world's great books. On each program, four outstanding Americans discuss famous books—emphasizing their living quality. Stringfellow Barr, president of St. John's College of Annapolis is permanent chairman of the program.

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.

The Human Adventure

8:30-9:00 p.m.

EACH SATURDAY

This series dramatizes outstanding cultural and scientific achievements of the world's leading universities, presents the fruits of scholarly research in a clear, vivid style.

Columbia's Lecture Hall

4:00-4:15 p.m.

EACH MONDAY AND WEDNESDAY

Outstanding personalities on America's lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

Brazilian Exchange Broadcasts

2:00-2:30 p.m.

EACH SUNDAY

This series of programs is especially prepared by Brazil for broadcast in the United States by CBS. In return, CBS is shortwaving a series of four special broadcasts to Brazil.

**EDUCATIONAL
PROGRAMS**
Continued
Columbia's Country Journal

12:00-12:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.

Highways to Health

1:15-1:30 p.m.

EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. July's schedule includes addresses by Dr. Olga Knopf, Dr. Tracy Putnam, and Dr. Edward L. Kellogg.

Adventures in Science

4:00-4:15 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

JULY 4: Dr. J. R. Blayney, Director, Walter G. Zaler Dental Clinic, University of Chicago.

JULY 11: Professor Ernst A. Hauser, Department of Chemical Engineering, Massachusetts Institute of Technology.

JULY 18: Mr. P. C. Sandretto, Superintendent of Communications Research Laboratory, United Air Lines, Chicago, Ill.

Of Men and Books

4:15-4:30 p.m.

EACH TUESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.

Exploring Space

4:00-4:15 p.m.

EACH FRIDAY

Maude Bennot, director of the Adler Planetarium in Chicago, conducts this new series which tells the story of the constellations.

The Old Dirt-Dobber

11:05-11:30 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.

PERSONALITIES

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Richard Maxwell

9:30-9:45 a.m.

MONDAY THRU FRIDAY

Richard Maxwell continues to present his program of hymns, inspirational songs and homely philosophy.

Outdoors With Bob Edge

6:15-6:30 p.m.

EACH THURSDAY

Bob Edge, CBS hunting and fishing expert recounts anecdotes and furnishes useful information to sporting enthusiasts.

Al Bernard's Minstrels

3:45-4:00 p.m.

EACH WEDNESDAY AND FRIDAY

Al Bernard joins the Four Clubmen and Lou Lubin in presenting an old-time minstrel show on Wednesday and Friday afternoons. The show includes comic dialogue and old-time musical favorites.

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Buddy Clark	Michael Loring
Jack Leonard	Genevieve Rowe
Nan Wynn	

Golden Gate Jubilee Singers, Four Clubmen

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for July:

Eddie Bush	Ray Herbeck
Bob Chester	Ina Ray Hutton
Del Courtney	Harry James
Xavier Cugat	Al Kavelin
Bobby Day	Henry King
Dick Gasparre	Jimmie Lunceford
Benny Goodman	Ray Noble

Joe Venuti

LIGHT MUSIC

**CBS SHORT WAVE
BROADCAST SCHEDULE
TO EUROPE AND
SOUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts
(In English)
10:15-10:25, 11:30-11:40 a.m.
1:30-1:45, 5:50-6:00 p.m.
MONDAY THRU FRIDAY
(In French, German, Italian,
Polish)
12:00 noon-1 p.m., 5-5:50 p.m.
MONDAY THRU SUNDAY
(5:00-6:00 p.m., SAT. & SUN.)

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News
MONDAY, 2:30-2:45 p.m.
THURSDAY, 7:45-8:00 p.m.
THURSDAY, 8:15-8:30 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News in Spanish
6:45-7:00 p.m.
SUNDAY THRU FRIDAY
7:00-7:15 p.m., SAT. (WCBX)
12:30-12:45 p.m., 2:30-2:45 p.m.
5:45-6:00 p.m.
MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero, (both of WCBX). Monday through Friday by Adriano A. Rubio (WCAB).

News in Portuguese
7:15-7:30 p.m.
MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

**Carmen Castelo's American
Travelogues in Spanish**
MONDAY, 8:30-8:45 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish
8:15-8:30 p.m.
EACH WEDNESDAY

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**Carmen Castelo's Broadway
Column in Spanish**
FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

JUNE PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of June programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

REPUBLICAN CONVENTION

The Republican Convention which nominated Wendell L. Willkie for the presidency of the United States was thoroughly covered by CBS. Climax of a long series of Columbia broadcasts from Philadelphia came on Thursday evening, June 27, when CBS brought its audience the direct, on-the-floor proceedings of the third, fourth, fifth, and sixth ballots. CBS that night was on the air from Philadelphia continuously from 8:40 p.m. to 2:00 a.m. Among the men who described the Convention for CBS were Elmer Davis, Bob Trout, Albert Warner, Paul Sullivan, Bill Henry, and James Fleming. Among the prominent Republicans heard from their headquarters or the Convention were Wendell L. Willkie, Senator Robert A. Taft, Governor Harold Stassen, Representative Joseph W. Martin, Jr., former Governor Alfred M. Landon, former President Herbert C. Hoover, and many others. Following is a list of the broadcasts from Philadelphia during the week of the Convention:

JUNE 24: 8:10-8:15, 9:20-9:25 a.m., 12 noon, 3:35-3:40, 8:55-9:00, 10:00-11:00 p.m. (keynote speech by Governor Stassen).

JUNE 25: 8:10-8:15, 9:20-9:25 a.m., 12

noon, 12:30-1:00 (address by Representative Martin), 3:35-3:40, 9:30-10:30 (address by former President Herbert C. Hoover), 10:45-11:00 p.m., 1:50-2:00 a.m.

JUNE 26: 9:22-9:30 a.m., 12 noon, 3:35-3:45, 5:00-5:05, 6:00-6:05, 8:55-9:00, 9:55-10:00, 10:15-10:30, 10:45-11:00 p.m.

JUNE 27: 9:22-9:30 a.m., 12 noon, 1:00, 2:00, 3:00, 3:35-3:45, 4:00, 5:00, 6:55-7:00 p.m., 8:40 p.m.-2:00 a.m. (including interview of Wendell L. Willkie, statement by Senator Robert A. Taft, and other special broadcasts).

ARMISTICE

With the formation of the new French cabinet and France's request for armistice, Columbia expanded its heavy news schedule with additional reports from Europe as well as addresses by prominent public figures. A few of these special programs follow:

JUNE 17: 8:15-8:21, 9:00, 10:00-10:10, 11:00-11:10 a.m., 12:00-12:10, 1:00, 4:30-4:37, 9:15-9:40 p.m., straight news broadcasts. Addresses by Winston Churchill, from London, and Crown Princess Juliana of the Netherlands, from Quebec, 4:00-4:30 p.m.

JUNE 18: Conversation with London, 2:00-2:15 p.m., Winston Churchill, 4:00-4:20 p.m.

JUNE 19: Alfred Duff Cooper, 4-4:20 p.m.

OTHER PUBLIC AFFAIRS

JUNE 1: James D. Mooney, vice-president, General Motors, spoke on the world situation from Cleveland, 2:30-3 p.m.

JUNE 2: Premier Paul Reynaud of France was heard by CBS listeners in a "Red Cross" appeal from Paris, 4:30-4:40 p.m.

JUNE 2: Anthony Eden, British Foreign Secretary, spoke from London, 4-4:05 p.m.

JUNE 5: Governor Harold E. Stassen led a round-table discussion of three governors. The state leaders discussed the defense program, 5:30-5:45 p.m.

JUNE 6: Hanford McNider, former commander of the American Legion and a candidate for the Republican nomination, discussed "National Defense," 10:15-10:30 p.m.

JUNE 9: "Our Fifth Column" was the topic of a CBS address by Representative J. Parnell Thomas, Republican of New Jersey, 10:45-11 p.m.

JUNE 13: Senator Josh Lee, Democrat of Oklahoma, spoke over CBS' coast-to-coast Network from Washington, 10:15-10:30 p.m.

JUNE 15: Another in Columbia's series of speeches by the nation's legislators brought Representative Bruce Barton, Republican of New York, to the CBS microphone, 6:15-6:30 p.m.

JUNE 16: Senator Pat Harrison, Democrat of Mississippi, chairman of the Senate

Finance Committee, discussed "Providing Money for National Defense," 8-8:15 p.m.

JUNE 17: CBS carried a special broadcast by Douglas P. Miller, former U. S. commercial attache in Berlin, from the Citizens Conference of Government Management, held this year in Denver, 5:30-5:45 p.m.

JUNE 18: Representative Lewis D. Thill, Republican of Wisconsin, spoke on "Keeping America Out of Foreign Wars," 10:15-10:30 p.m.

JUNE 20: David Lilienthal, vice-chairman of the Board of the Tennessee Valley Authority, discussed "TVA and National Defense," 10:45-10:55 p.m.

JUNE 22: General Hugh S. Johnson spoke over Columbia's coast-to-coast Network from the studios of WJSV, CBS station in the nation's capital, 5:45-6 p.m.

JUNE 26: For the second time in June, Anthony Eden, British Foreign Secretary, was heard in a broadcast from London, 4:20-4:35 p.m.

JUNE 29: CBS carried an on-the-spot broadcast at the presentation of the National Headliners Club awards in Atlantic City, 6:30-6:45 p.m.

JUNE 1, 7, 10, 15, 22 and 29: Ted Husing brought CBS listeners rapid-fire trackside descriptions of outstanding races at Belmont Park and at the Aqueduct Race Track. He described American Oaks Race (4:45-5 p.m.), previewed the Belmont (4:45-5 p.m.); and the following races at Aqueduct, Queens County Handicap, Shevlin Stakes, The Dwyer, and the Brooklyn Handicap, 4:30-4:45 p.m.

JUNE 1: Gene Autry, Leo Carrillo and a 1,000 voice chorus broadcast over CBS from

Los Angeles' Southern California Musical Festival, largest outdoor spectacle ever staged in the West, 12:45-1 a.m.

JUNE 15: Dr. George W. Truett, Texas clergyman and a former president of the Baptist World Alliance, spoke on "A Living Saviour for This Crucial Age" from the Southern Baptist Convention in Baltimore, 1:45-2 p.m.

JUNE 18: Ted Husing summarized the Poughkeepsie Regatta, which was won by the crew of University of Washington, over CBS, 6:15-6:30 p.m.

JUNE 19 and 21: Bob Chester's music was featured in two broadcasts from the Rhododendron Ball and Royal Coronation in Ashe-

ville, N. C. On June 19, the broadcast described the coronation, 11:30-12:00 midnight. And on June 21, it originated at the "Land of the Sky Ball," 12:35-1 a.m.

JUNE 22: Highlights and results of the National Collegiate Athletic Association track meet in Minneapolis were described for CBS listeners by Bill Henry and Edward Gallagher, 6:15-6:30 p.m.

JUNE 22: CBS broadcast a special program from the New York World's Fair in connection with the Boy Scouts of America celebration, 11:30 a.m.-12 noon.

JUNE 22: A special, star-studded Red Cross program was broadcast to CBS listeners from Hollywood, 1:00-2:55 a.m. (actually June 23).

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 132 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder Building, Charlotte, North Carolina • 817 Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

orecast...

THE NEW TRENDS IN RADIO
MONDAY 5:15-6 P.M.
"The Battle of Music"
from New York



CBS - KNX
Present
"FORECAST" FOR 1940
THE NEW TREND
IN RADIO
MONDAY 5:15-6 P.M.
"The Battle of Music"
from New York
"The American Theatre"
from Hollywood



THE AMERICAN THEATRE
FROM HOLLYWOOD
MONDAY 5:15-6 P.M.

SEE INSIDE COVER

The Broadway-Hollywood Department Store is one of many which have "tied-in" a Fashion Forecast with the current CBS program series, "Forecast." For four exciting hours of radio-listening in August (and more in September), tune in Columbia's "Forecast" series. See Page 20.

AUGUST, 1940

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 14

WABC SPONSORED PROGRAMS: pp. 15 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto.
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr.
Mercury Page 7

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes, ... Page 3

AXTON-FISHER TOBACCO COMPANY:
Twenty Grand Cigarettes Page 12

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 9

PENN TOBACCO COMPANY:
Kentucky Club Pipe Tobacco . . Page 10

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 10

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes.
Prince Albert Tobacco Page 11

STEPHANO BROTHERS:
Marvels Cigarettes Page 14

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco . . . Page 12

● CONFECTIONERY

DOUBLEMINT GUM:
Doublemint Gum Page 6

SPEARMINT GUM:
Spearmint Gum Page 12

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics.
Louis Philippe Page 3

ANACIN COMPANY:
Anacin Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 13

BAYER COMPANY:
Bayer Aspirin Page 3

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap,
Colgate Tooth Powder Pages 5, 6

COLONIAL DAMES, INC.:
Cosmetics Page 13

GILLETTE SAFETY RAZOR COMPANY:
Gillette Shaving Cream,
Safety Razors and Blades . . . Page 8

LADY ESTHER LTD.:
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish . Page 9

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 9

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap, Lifebuoy . . . Page 9

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Toilet Soap Page 13

MENNEN COMPANY:
Mennen Shave Products Page 13

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory Pages 10, 11

● FOODS & BEVERAGES

BOWEY'S, INC.:	
Dari-Rich Products	Page 3
CALIFORNIA FRUIT GROWERS EXCHANGE:	
Sunkist Oranges, Lemons	Page 4
CAMPBELL SOUP COMPANY:	
Campbell's Soups, Beans, and Tomato Juice, Franco-American Spaghetti	Page 4
CONTINENTAL BAKING COMPANY, INC.:	
Wonder Bread, Hostess Cake	Page 6
CORN PRODUCTS SALES CO.: <i>(See also Laundry Soaps)</i>	
Kre-Mel Dessert, Mazola Salad & Cooking Oil, Karo Table Syrup, Argo Corn Starch for Puddings	Page 6
GENERAL FOODS CORPORATION: <i>(See also Laundry Soaps)</i>	
Grape Nuts, Grape Nut Flakes, Post Toasties, Sanka, Minute Tapioca, Postum, Post's 40% Bran Flakes, Calumet, Swansdown	Pages 7, 8
GENERAL MILLS, INC.:	
Wheaties	Pages 8, 13
Gold Medal Flour	Page 12
GREAT ATLANTIC & PACIFIC TEA CO.:	
A&P Stores	Page 12
IRONIZED YEAST, INC.	
Ironized Yeast	Page 8
LANGENDORF UNITED BAKERIES:	
Bread	Page 13
LEVER BROTHERS COMPANY: <i>(See also Drugs; Laundry Soaps)</i>	
Spry	Page 9
PETER PAUL, INC.	
Mounds	Page 14
PET MILK SALES CORPORATION:	
Pet Evaporated Milk	Page 10
THE PROCTER & GAMBLE COMPANY: <i>(See also Toilet Goods; Laundry Soaps)</i>	
Crisco	Page 11

● LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY: <i>(See also Toilet Goods)</i>	
Concentrated Super Suds, Octagon Products	Page 5
CORN PRODUCTS SALES CO.: <i>(See also Foods)</i>	
Limit	Page 6
THE CUDAHY PACKING COMPANY:	
Old Dutch Cleanser	Page 6
GENERAL FOODS CORPORATION: <i>(See also Foods)</i>	
La France, Satina	Page 7
LEVER BROTHERS COMPANY: <i>(See also Drugs; Foods)</i>	
Rinso	Page 9
THE PROCTER & GAMBLE COMPANY: <i>(See also Toilet Goods; Foods)</i>	
Ivory, Oxydol, Chipso	Page 11

● LUBRICANTS

AMERICAN OIL COMPANY:	
Amoco-Gas, Orange American Gas	Page 3
GULF OIL CORPORATION:	
Motor Oil and Gas	Page 8
TEXAS COMPANY:	
Texaco Products	Page 12

● MISCELLANEOUS

COMMERCIAL CREDIT COMPANY:	
Automobile Finance Service	Page 6
EVERSHARP, INC.:	
Eversharp Pens and Pencils	Page 7
INTERNATIONAL SILVER COMPANY:	
International Sterling and 1847 Rogers Bros. Silverplate	Page 8
NATIONAL LEAD COMPANY:	
Dutch Boy Paints	Page 14
PRUDENTIAL INSURANCE COMPANY OF AMERICA:	
Insurance Services	Page 11
WILMINGTON TRANSPORTATION CO.:	
Santa Catalina Island	Page 14
YORTY FOR SENATOR COMMITTEE:	
Senatorial Campaign	Page 14

All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AFFILIATED PRODUCTS, INC <i>(391st Week on CBS)</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 38 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample-Hummert, Inc.</i>
AMERICAN OIL COMPANY <i>(106th Week on CBS)</i> The Human Side of the News by Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 46 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY <i>(222nd Week on CBS)</i> Your Hit Parade Mark Warnow's Orchestra. Barry Wood, Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker. Hit Paraders Chorus <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i>
ANACIN COMPANY <i>(173rd Week on CBS)</i> Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 39 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample-Hummert, Inc.</i>
BAYER COMPANY <i>(253rd Week on CBS)</i> Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i>
BOWEY'S, INC. <i>(62nd Week on CBS)</i> News and Rhythm with Dale Evans, vocalist, and Dave Bacal, instrumentalist <i>Talk and music</i>	Sunday 11:05-11:15 a.m. <i>Rebroadcast</i> 2:35-2:45 p.m. 32 CBS stations ORIGINATES: WBBM	Dari-Rich Products <i>Sorensen & Company</i>

BROWN & WILLIAMSON TOBACCO CORPORATION
(97th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Fri.
6:30-6:45 p.m.
Rebroadcasts
7:15-7:30 p.m.
1:00-1:15 a.m.
57 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes
*Batten, Barton, Durstine
& Osborn, Inc.*

CALIFORNIA FRUIT GROWERS EXCHANGE
(65th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
29 CBS stations
ORIGINATES: KNN

Sunkist Oranges
Sunkist Lemons
Lord & Thomas

CAMPBELL SOUP COMPANY
(295th Week on CBS)

Campbell's Short Short Story
Short story dramatizations

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
53 CBS stations
ORIGINATES: WABC

Campbell's Tomato Juice
*Ward Wheelock
Company*

Amos 'n' Andy
Serial comedy-drama

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
59 CBS stations
ORIGINATES: KNN

Campbell's Soups
*Ward Wheelock
Company*

Martha Webster
with Bess Flynn
Dramatic serial

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:15-3:30 p.m.
57 CBS stations
ORIGINATES: WABC

Fletcher Wiley
Talks

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNN

Lanny Ross
Songs

Wed., Thurs., Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
56 CBS stations
ORIGINATES: WABC

Franco-American
Spaghetti
Ruthrauff & Ryan, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(91st Week on CBS)</i> Dr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX	Vaseline Preparations McCann-Erickson, Inc.
CHRYSLER CORPORATION <i>(230th Week on CBS)</i> Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler Ruthrauff & Ryan, Inc.
COLGATE-PALMOLIVE-PEET COMPANY <i>(238th Week on CBS)</i> Colgate Ask-It-Basket with Jim McWilliams <i>Variety-quiz program</i> Strange As It Seems <i>Dramatizations of unusual facts</i> Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i> Hilltop House starring Bess Johnson <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 62 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 78 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 78 CBS stations ORIGINATES: WABC	Colgate Dental Cream Benton & Bowles, Inc. Palmolive Shave Cream Palmolive Brushless Shave Benton & Bowles, Inc. Octagon Products Benton & Bowles, Inc. Concentrated Super Suds Super Suds Benton & Bowles, Inc. Palmolive Soap Benton & Bowles, Inc.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY <i>Continued</i> Stepmother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 38 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i>
COMMERCIAL CREDIT COMPANY <i>19th Week on CBS)</i> Bob Trout <i>News</i>	Mon., Wed., Fri. 6:00-6:05 p.m. <i>Rebroadcast</i> Mon. and Wed. 11:55-12 mid. <i>Saturday</i> 10:30-10:35 p.m. 64 CBS stations ORIGINATES: WABC	Automobile Finance Service <i>O'Dea, Sheldon & Canaday, Inc.</i>
CONTINENTAL BAKING CO., INC. <i>291st Week on CBS)</i> Pretty Kitty Kelly <i>Serial drama</i> Sky Blazers with Col. Roscoe Turner, MC <i>Dramatizations</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 16 CBS stations ORIGINATES: WABC <i>Saturday</i> 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 17 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake <i>Benton & Bowles, Inc.</i> Wonder Bread <i>Benton & Bowles, Inc.</i>
CORN PRODUCTS SALES COMPANY <i>290th Week on CBS)</i> Society Girl starring Charlotte Manson <i>Dramatic serial</i>	Mon. thru Fri. 3:00-3:15 p.m. 18 CBS stations ORIGINATES: WABC	Kre-Mel Dessert Linit Mazola Salad & Cooking Oil Karo Table Syrup Argo Corn Starch for Puddings <i>C. L. Miller Company</i>
THE CUDAHY PACKING COMPANY <i>292nd Week on CBS)</i> Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser <i>Roche, Williams & Cunnynggham, Inc.</i>
DOUBLEMINT GUM <i>(424th Week on CBS)</i> Melody Ranch with Gene Autry <i>Western dramatic series</i>	<i>Sunday</i> 6:30-7:00 p.m. 67 CBS stations ORIGINATES: KXN	Doublemint Gum <i>J. Walter Thompson Company</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
EVERSHARP, INC. <i>(44th Week on CBS)</i> Take It or Leave It with Bob Hawk, MC, Ray Bloch's Orchestra, David Ross <i>Quiz</i>	Sunday 10:00-10:30 p.m. 3 CBS stations ORIGINATES: WABC	Eversharp Pens and Pen <i>The Biow Company</i>
FORD MOTOR COMPANY <i>(329th Week on CBS)</i> Ford Summer Hour with Jessica Dragonette, James Newill, baritone, Linton Wells as "Rouge Reporter," Budd Hulick, MC, Leith Stevens and His Orchestra <i>Music and variety</i>	Sunday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WJR	Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i>
GENERAL FOODS CORPORATION <i>(271st Week on CBS)</i> We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i> Elmer Davis <i>News</i> Kate Smith Speaks; News <i>Talks and news</i> My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i> Joyce Jordan, Girl Interne <i>Serial drama</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 80 CBS stations ORIGINATES: WABC Mon., Wed., Thurs. 8:55-9:00 p.m. 87 CBS stations ORIGINATES: WABC Mon. thru Fri. 12:00-12:15 p.m. 67 CBS stations ORIGINATES: LAKE PLACID Mon. thru Fri. 2:45-3:00 p.m. 68 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 51 CBS stations ORIGINATES: WABC	Grape Nuts Flakes <i>Young & Rubicam, Inc.</i> Post Toasties <i>Benton & Bowles, Inc.</i> Grape Nuts <i>Young & Rubicam, Inc.</i> Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> La France Satina Minute Tapioca <i>Young & Rubicam, Inc.</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION <i>Continued</i> Young Dr. Malone <i>Serial drama</i>	Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 69 CBS stations ORIGINATES: WABC	Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i>
GENERAL MILLS, INC. <i>503rd Week on CBS)</i> By Kathleen Norris <i>Dramatization of her novels</i>	Mon. thru Fri. 5:00-5:15 p.m. 24 CBS stations ORIGINATES: WABC	Wheaties <i>Knox Reeves Advertising, Inc.</i>
GILLETTE SAFETY RAZOR COMPANY <i>63rd Week on CBS)</i> Elmer Davis <i>News</i>	Tues., Fri. 8:55-9:00 p.m. 49 CBS stations ORIGINATES: WABC	Gillette Shaving Cream. Safety Razors and Blades <i>Maxon, Inc.</i>
GULF OIL CORPORATION <i>338th Week on CBS)</i> Adventures of Ellery Queen <i>Detective dramatizations</i>	Sunday 7:30-8:00 p.m. 70 CBS stations ORIGINATES: WABC	Motor Oil and Gas <i>Young & Rubicam, Inc.</i>
INTERNATIONAL SILVER COMPANY <i>125th Week on CBS)</i> Fun in Print Supervised by the Literary Guild, with Sigmund Spaeth, MC. <i>Literary quiz</i>	Sunday 6:00-6:30 p.m. 26 CBS stations ORIGINATES: WABC	International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i>
IRONIZED YEAST CO., INC. <i>15th Week on CBS)</i> Court of Missing Heirs <i>Drama</i>	Tuesday 8:00-8:30 p.m. 73 CBS stations ORIGINATES: WABC	Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LADY ESTHER, LTD. <i>(347th Week on CBS)</i> Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i>
THE LAMBERT COMPANY <i>(161st Week on CBS)</i> Grand Central Station <i>Dramatic programs</i>	Friday 9:30-10:00 p.m. 56 CBS stations ORIGINATES: WABC	Listerine Products Prophylactic Brushes <i>Lambert & Feasley, Inc.</i>
LEVER BROTHERS COMPANY <i>(261st Week on CBS)</i> Uncle Jim's Question Bee <i>Quiz</i> Meet Mr. Meek <i>Drama</i> Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i> Aunt Jenny's Real Life Stories <i>Dramatic sketches</i>	Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 67 CBS stations 31 CBC stations ORIGINATES: KNX Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: WABC Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC	Rinso <i>Ruthrauff & Ryan, Inc.</i> Lifebuoy <i>William Esty & Company, Inc.</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Spry <i>Ruthrauff & Ryan, Inc.</i>
LIGGETT & MYERS TOBACCO COMPANY <i>(394th Week on CBS)</i> Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle <i>Popular music</i>	Tues., Wed., Thurs. 10:00-10:15 p.m. 95 CBS stations ORIGINATES: ON TOUR	Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
KENN TOBACCO COMPANY <i>14th Week on CBS)</i> Vox Pop Parks and Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC	Kentucky Club Pipe Tobacco <i>Ruthrauff & Ryan, Inc.</i>
PET MILK SALES CORPORATION <i>350th Week on CBS)</i> Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i> Mary Lee Taylor home economist <i>Household advice</i>	Saturday 9:45-10:15 p.m. 54 CBS stations ORIGINATES: WABC Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX	Pet Evaporated Milk <i>Gardner Advertising Company</i>
PHILIP MORRIS & COMPANY, LTD. <i>208th Week on CBS)</i> Johnny Presents Johnny Green's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interlude</i> The Crime Doctor <i>Dramatic programs</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 78 CBS stations ORIGINATES: WABC Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 62 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes <i>The Biow Company, Inc.</i>
THE PROCTER & GAMBLE CO. <i>301st Week on CBS)</i> Professor Quiz with Bob Trout <i>Questions and answers</i>	Tuesday 9:30-10:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 48 CBS stations ORIGINATES: WABC	Teel Drene <i>H. W. Kastor & Sons</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. <i>Continued</i> The Goldbergs <i>Serial drama</i>	Mon. thru Fri. 1:00-1:15 p.m. 24 CBS stations ORIGINATES: WABC	Oxydol <i>Blackett-Sample-Hummert, Inc.</i>
Life Can Be Beautiful <i>Serial drama</i>	Mon. thru Fri. 1:15-1:30 p.m. 33 CBS stations ORIGINATES: WABC	Ivory Soap <i>Compton Advertising Inc.</i>
Right to Happiness <i>Serial drama</i>	Mon. thru Fri. 1:30-1:45 p.m. 36 CBS stations 31 CBC stations ORIGINATES: WBBM	Crisco <i>Compton Advertising Inc.</i>
Road of Life <i>Serial drama</i>	Mon. thru Fri. 1:45-2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso <i>Pedlar & Ryan, Inc.</i>
PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(62nd Week on CBS)</i> When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 51 CBS stations ORIGINATES: WABC	Insurance Services <i>Benton & Bowles, Inc.</i>
R. J. REYNOLDS TOBACCO COMPANY <i>(378th Week on CBS)</i> Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 59 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i>
The Al Pearce Show with Blanche Stewart, Artie Auerbach, Arthur Q. Bryan, Marie Greene and Her Merry Men, and Carl Hoff and His Orchestra <i>Variety</i>	Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 84 CBS stations ORIGINATES: WABC	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
SPEARMINT GUM <i>(424th Week on CBS)</i> Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 74 CBS stations ORIGINATES: WBBM	Spearmint Gum <i>Neisser Meyerhoff, Inc.</i>	
TEXAS COMPANY <i>(166th Week on CBS)</i> Texaco Star Theatre with James Wallington, MC, Frances Langford, Kenny Baker, and David Broekman's Orchestra <i>Variety</i>	Wednesday 9:00-9:30 p.m. 87 CBS stations ORIGINATES: KNX	Texaco products <i>Buchanan & Co.</i>	
U. S. TOBACCO COMPANY <i>(270th Week on CBS)</i> Pipe Smoking Time with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>	
GREAT ATLANTIC & PACIFIC TEA CO. <i>(107th Week on CBS)</i> Musico <i>Musical series</i>	Wednesday 9:30-10:00 p.m. ORIGINATES: WEEI	A&P Stores <i>Paris & Peart</i>	COLUMBIA NEW ENGLAND NETWORK
GENERAL MILLS, INC. <i>(503rd Week on CBS)</i> Beyond These Valleys <i>Dramatic serial</i>	Mon. Thru. Fri. 3:15-3:30 p.m. CST ORIGINATES: WABC	Gold Medal Flour <i>Blackett-Sample- Hummert, Inc.</i>	COLUMBIA MIDWESTERN NETWORK
WYTON-FISHER TOBACCO CO. <i>(46th Week on CBS)</i> Bob Garred Reporting <i>News</i>	Mon., Wed., Fri. 9:45-9:55 p.m. PST ORIGINATES: KNX	Twenty Grand Cigarettes <i>Weiss & Geller, Inc.</i>	COLUMBIA PACIFIC NETWORK

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BATHASWEET CORPORATION <i>(43rd Week on CBS)</i> Bob Garred Reporting <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products <i>H. M. Kiesewetter</i> <i>Advertising Agency</i>
COLONIAL DAMES, INC. <i>(34th Week on CBS)</i> Beauty Explorer <i>Beauty commentary</i>	Friday 8:55-9:00 p.m. PST ORIGINATES: KNX	Cosmetics <i>Glasser Advertising</i> <i>Agency</i>
GENERAL MILLS, INC. (Sperry Flour Co.) <i>(503rd Week on CBS)</i> Beyond These Valleys <i>Dramatic serial</i>	Mon. thru Fri. 1:15-1:30 p.m. PST ORIGINATES: WABC	Wheathearts <i>Westco Advertising</i> <i>Agency, Inc.</i>
LANGENDORF UNITED BAKERIES News by Hughes <i>News</i>	Mon. thru Fri. 1:30-1:45 p.m. PST ORIGINATES: KSFO	Bread <i>Leon Livingston</i> <i>Advertising Agency</i>
LOS ANGELES SOAP COMPANY <i>(44th Week on CBS)</i> Knox Manning <i>News</i>	Mon. thru Fri. 11:45-12:00 noon PST ORIGINATES: KNX	White King Soap Sierra Pine Soap <i>Raymond R. Morgan</i>
MENNEN COMPANY Bob Garred Reporting <i>News</i>	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX	Mennen Shave Cream <i>H. M. Kiesewetter</i> <i>Advertising Agency</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	COLUMBIA PACIFIC NETWORK
NATIONAL LEAD COMPANY <i>(25th Week on CBS)</i> Answer Auction <i>Quiz</i>	Thursday 8:30-9:00 p.m. PST ORIGINATES: KNX	Dutch Boy Paints <i>Erwin, Wasey & Company</i>	
STEPHANO BROTHERS <i>(54th Week on CBS)</i> Sports Huddle with Tom Breneman and Braven Dyer <i>Sports news</i>	Tues., Thurs., Sat. 6:45-6:55 p.m. PST ORIGINATES: KNX	Marvels Cigarettes <i>The Aitkin-Kynett Co.</i>	
PETER PAUL, INC. <i>(3rd Week on CBS)</i> Bob Garred Reporting <i>News</i>	Mon., Wed., Fri. 4:45-4:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum <i>Brisacher, Davis & Staff</i>	COLUMBIA CALIFORNIA NETWORK
WILMINGTON TRANSPORTATION CO. <i>(31th Week on CBS)</i> Santa Catalina Fun Quiz with Gary Breckner <i>Ad-lib quiz</i>	Mon. thru Fri. 11:15-11:30 a.m. PST ORIGINATES: KNX	Santa Catalina Island <i>Neisser-Meyerhoff, Inc.</i>	
FORTY FOR SENATOR COMMITTEE Talks <i>Political talks</i>	Tuesday 7:45-8:00 p.m. PST ORIGINATES: KNX	Senatorial Campaign <i>Ray Davidson</i>	

**WABC
SPONSORED
PROGRAMS**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
BOND STORES, INC. <i>(34th Week on WABC)</i> The Morning Almanac with Phil Cook	Mon. thru Sat. 7:30-7:45 a.m.	Men's Clothing <i>Neff-Rogow, Inc.</i>
BULOVA WATCH COMPANY <i>(570th Week on WABC)</i> Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
FEDERAL LIFE & CASUALTY CO. <i>(5th Week on WABC)</i> The Rising Son with Larry Elliott <i>Announcements</i>	Mon., Wed., Fri. 6:35-7:00 a.m.	Accident Policy <i>Green-Brodie, Inc.</i>
GENERAL BAKING COMPANY <i>(3rd Week on WABC)</i> Ted Steele <i>Songs</i>	Mon. thru Sat. 8:15-8:20 a.m.	Bond Bread <i>Batten, Barton, Durst</i> <i>& Osborn, Inc.</i>
GORDON BAKING COMPANY <i>(40th Week on WABC)</i> Hollywood Dreams	Tues., Thurs. 11:00-11:15 a.m.	Roman Meal Bread <i>Barton A. Stebbins</i>
KRUG BAKING COMPANY <i>(31st Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Friday 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
MELVILLE SHOE COMPANY <i>(88th Week on WABC)</i> Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Thom McAn Shoes <i>Neff-Rogow, Inc.</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	WABC SPONSORED PROGRAMS <i>Continued</i>
NEW YORK INSTITUTE OF METETICS (Starting August 6) Old-Fashioned Favorites	Tues. and Thurs. 8:20-8:25 a.m.	Course of Instruction <i>Sternfield-Godley, Inc.</i>	
RAPINWAX PAPER COMPANY (17th Week on WABC) Woman's Page of the Air with Adelaide Hawley	Thursday 8:45-9:00 a.m.	Rapinwax Paper <i>W. I. Tracy, Inc.</i>	
R. J. REYNOLDS TOBACCO COMPANY (16th Week on WABC)* Home Games of New York Giants and Yankees <i>Play-by-play descriptions by Mel Allen</i>	Mon. thru Sat. approximately 3:15-5:30 p.m.	Camel Cigarettes <i>William Esty & Company, Inc.</i>	
WESTINGHOUSE ELECTRIC & MANUFACTURING CO. (8th Week on WABC) Woman's Page of the Air with Adelaide Hawley	Wednesday 8:45-9:00 a.m.	Tenderay Process and Products <i>Fuller & Smith & Ross, Inc.</i>	

* In addition to number of weeks in which the client has used CBS Network facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 19
3. SPECIAL EVENTS	Page 19
4. VARIETY	Page 20
5. DRAMATIC SERIES	Page 22
6. PERSONALITIES	Page 22
7. SERIOUS MUSIC	Page 23
8. RELIGIOUS BROADCASTS	Page 24
9. EDUCATIONAL PROGRAMS	Page 25
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: JULY PROGRAMS	Page 29

NEWS BROADCASTS

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Eric Sevareid, Erland Echlin from London; Edwin Hartrich from Paris; William L. Shirer, Joseph C. Harsch, Winston Burdette from Berlin; Cecil Brown from Rome; Larry Lesner from R.A.F. headquarters in Great Britain; Frank Stevens from Budapest; Spencer Williams from Bucharest; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. E. Eliot from New York; Albert Warner from Washington; 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:30-10:45 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:15 a.m., 3:30, 12:30 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:15, 11:00 a.m., 3:30, 6:00 p.m., 12:30, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:30, 1:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

**PUBLIC
AFFAIRS**

Wendell L. Willkie

SATURDAY, AUGUST 17

CBS' coast-to-coast Network carries the Republican nominee's formal acceptance speech from his birth-place, Elwood, Indiana. The address is the firing-gun in Mr. Willkie's campaign to defeat President Roosevelt.

**U. S. Army Recruiting
Program**

1:30-2:00 p.m.

EACH SATURDAY

CBS has turned this half-hour over to the U. S. Army authorities to assist them in their recruiting drive. Major Ray Perkins, veteran radio artist, is MC, and the program features human interest stories of recruits, mess sergeants, technicians, infantrymen, artillerymen, and fliers. The Military Academy band plays from West Point.

Army Maneuvers

VARIOUS HOURS

AUGUST 6 THRU AUGUST 27

CBS broadcasts a series of programs from the largest maneuvers in U. S. Army history at Ogdensburg, N. Y. Bill Slocum handles production of the broadcasts.

"This Is Radio"

8:00-9:00 p.m.

SATURDAY, AUGUST 3

Representatives of government, religion, education, and labor join in a gigantic tribute to radio broadcasting on August 3, as "Broadcasting Day" is celebrated at both the New York World's Fair and the Golden Gate International Exposition. NBC, Mutual, and CBS combine networks for the broadcast, which originates at the New York Fair, the San Francisco Exposition, and studios in Hollywood, Chicago, and other cities. The program features some of the biggest figures in the entertainment world, as well as leaders in every phase of public life.

Oswald Garrison Villard

10:15-10:30 p.m.

THURSDAY, AUGUST 1

Former editor of "The Nation," now Secretary of the Committee on Militarism and Education, speaks under the auspices of the Fellowship of Reconciliation.

**SPECIAL
EVENTS**

Annual Soap Box Derby

5:30-6:00 p.m.

SUNDAY, AUGUST 11

Ted Husing, assisted by Jimmy Dolan, describes the annual soap box derby in Akron, Ohio. His on-the-spot account is broadcast to the CBS coast-to-coast Network through the facilities of WADC, Akron.

**SPECIAL
EVENTS***Continued***VARIETY****Saratoga Races**

5:30-5:45 p.m.

SATURDAY, AUGUST 3, 10, & 17

Ted Husing, assisted by Jimmy Dolan, presents a track-side description of leading races at the Saratoga meeting.

National Doubles

5:30-5:45 p.m.

WEDNESDAY THRU SATURDAY

AUGUST 21 THRU AUGUST 24

Ted Husing presents fifteen-minute summaries of the National Lawn Tennis Doubles Tournament from Brookline, Mass. On Sunday, he gives a play-by-play description of the finals.

"Forecast"

9:00-10:00 p.m.

EACH MONDAY

BEGINNING JULY 15

"Forecast" is a series of new programs based on unusual, exciting radio ideas and featuring famous screen and stage personalities. Each production is potentially a radio series and represents the combination of at least one star personality and an idea designed to display that star in a peak performance.

AUGUST 5: "Of Stars and States," a full-hour broadcast from Hollywood, sample program of a series that would salute a state with each broadcast, featuring John Boles, Nan Grey, Virginia Vale, Don Barry, Arthur Q. Bryan, the Texas Rangers, Governor W. Lee O'Daniel of Texas, and Lud Gluskin's Orchestra. Directed by Charles Vanda.

AUGUST 12: From New York: "Life of the Party." From Hollywood: "Leave It to Jeeves," with Edward Everett Horton and Alan Mowbray.

AUGUST 19: From New York: "Back Where I Come From," with Clifton Fadiman, Len Doyle, and many others. Directed by Nicholas Ray. "Double Feature": From New York: "Ever After," by Keith Fowler, directed by Earle McGill; and from Hollywood: Charles Laughton and Elsa Lanchester in "To Tim at 20," written and directed by Norman Corwin.

AUGUST 26: From New York: Paul Robeson in "All God's Chillun," with Eddie Green, Eva Jessye Choir, and Mark Warnow's Orchestra, directed by Philip Cohan. From Hollywood: Margaret Sullavan in "Bethel Merriday," by Sinclair Lewis, adapted by Helen Deutsch, directed by Norman Corwin.

VARIETY

Continued

PROGRAM AND TIME	DESCRIPTION
"So You Think You Know Music" 8:00-8:30 p.m. EACH MONDAY	Ted Cott continues to conduct this amusing musical inquisition on Sunday afternoons. Leonard Liebling judges the four contestants, two of whom are professional musicians and two drawn from the studio audience. They compete for concert tickets, books, and phonograph records.
Choose Up Sides 8:30-8:55 p.m. EACH FRIDAY	Two teams of guest sports experts compete in a quiz about all kinds of games, players, and records. Caswell Adams, the New York Herald Tribune's boxing expert, and Arthur Mann captain the opposing teams, while Ted Husing poses the questions.
Columbia Gay Nineties Revue 7:30-8:00 p.m. EACH SATURDAY	Columbia entertainers get into bowlers and bustles and revert to the songs and comedy, and melodrama of the nineties. Songwriter Joe Howard, 73 year old master of ceremonies, introduces Genevieve Rowe, Beatrice Kay, Billy Greene, the Four Clubmen, Frank Lovejoy, and the Floradora girls. Ray Bloch is the conductor, Al Rinker the producer.
Flow Gently Sweet Rhythm 5:30-6:00 p.m. EACH SUNDAY EXCEPT AUGUST 11	Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.
"Singing Bee" 10:30-11:00 a.m. EACH SATURDAY	Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.
Let's Be Lazy 9:30-10:00 a.m. EACH SATURDAY	Tom Moore, 225-pounder and radio's laziest announcer, persuades his listeners to take life easy in this unusual Saturday morning series. Dale Evans sings when Moore gets tired.

**DRAMATIC
SERIES**
Columbia Workshop

8:00-8:30 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Columbia's leading staff directors are assigned to the plays, which are submitted by new young writers as well as by established script-writers. Douglas Coulter supervises production of the plays and selection of the scripts.

PERSONALITIES
Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

6:15-6:30 p.m.

EACH THURSDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

Al Bernard's Minstrels

3:15-3:30 p.m.

EACH WEDNESDAY AND FRIDAY

Al Bernard joins the Four Clubmen and Lou Lubin in presenting an old-time minstrel show on Wednesday and Friday afternoons. The show includes comic dialogue and old-time musical favorites.

"Man About Hollywood"

8:00-8:30 p.m.

EACH FRIDAY

George McCall returns to CBS with his popular program of Hollywood news and interviews, and dramatizations of important events in the film capital. Lud Gluskin and his orchestra provide musical interludes.

A Friend in Deed

3:15-4:00 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon. Each broadcast features a dramatization.

Songs of Cheer and Comfort

9:30-10:00 a.m.

EACH SUNDAY

Richard Maxwell is heard each Sunday morning in a half-hour of hymns and inspirational music.

**SERIOUS
MUSIC**

PROGRAM AND TIME	DESCRIPTION
Columbia Broadcasting Symphony Orchestra 3:00-4:30 p.m. EACH SUNDAY	Howard Barlow conducts the Columbia Broadcasting Symphony in this series of concerts, including many outstanding modern works. William Fineshriber is permanent intern-sion commentator. AUGUST 4: Zoltan Kurthy's Overture. Shumann's "Spring" Symphony Number 1, Griffes' "The White Peacock", Tschaikowsky's "Romeo and Juliet" Overture, and world premiere of Milhaud's "Cortège Funèbre," DARIUS MILHAUD, guest conductor.
Columbia Concert Orchestra 5:15-5:45 p.m., 7:00-7:15 p.m. MONDAY, WEDNESDAY AND FRIDAY 9:30-10:00 p.m. EACH WEDNESDAY BEGINNING AUGUST 21	The Columbia Concert Orchestra is regularly heard over the coast-to-coast CBS Network in three periods a week of classical selections. Conductors for the broadcast are Howard Barlow and Bernard Herrmann. With the close of the Lewisohn Stadium concert season, Mr. Herrmann conducts the CBS Orchestra in a regular Wednesday evening program.
Vera Brodsky 2:00-2:30 p.m. EACH SATURDAY	Vera Brodsky, internationally famous concert and radio pianist, devotes her new cycle of broadcasts to piano compositions of Brahms.
Dorian String Quartet 11:30 a.m.-12:00 noon EACH SATURDAY	The Dorian String Quartet—Alexander Cores and Harry Friedman, violins, David Mankovitz, viola, and Bernard Greenhouse, cello—are heard in a summer series of concerts of contemporary music.
Yella Pessl VARIOUS HOURS	Yella Pessl, one of the musicians who saved the harpsichord from retirement as a museum piece, plays that instrument in five broadcasts a week over CBS.
Lewisohn Stadium Concert 9:30-10:00 p.m. WEDNESDAY, AUGUST 7 & 14	CBS, which for ten seasons has exclusively broadcast the New York Philharmonic-Symphony Orchestra's Carnegie Hall programs, broadcasts the Orchestra's concerts from New York's famous Lewisohn Stadium.

RELIGIOUS
BROADCASTS

Church of the Air 10:00-10:30 a.m. 11:00-11:30 p.m. EACH SUNDAY	The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In August: AUGUST 4: <i>Morning</i>: Rev. James K. Quay, secretary, International Committee Y.M.C.A., on furlough from Cairo (Congregational). <i>Afternoon</i>: Rev. Thomas McMahon, professor of history, St. Joseph's Seminary, Dunwoodie, Yonkers, N. Y. (Catholic). AUGUST 11: <i>Morning</i>: Rt. Rev. William Theodotus Capers, D.D., Bishop of West Texas (Episcopal). <i>Afternoon</i>: Rev. Emory Ross, general secretary, American Mission to Lepers, New York City (Disciples of Christ). AUGUST 18: <i>Morning</i>: Dr. Elmer Ellsworth Helms, First Methodist Church, Los Angeles. <i>Afternoon</i>: Rev. Benedict Joseph Dudley, O.F.M., Church of St. Francis of Assisi, New York City (Catholic). AUGUST 25: <i>Morning</i>: Rev. Roby S. Day, D.D., St. Paul's Methodist Church, Far Rockaway, N. Y. <i>Afternoon</i>: The Most Reverend John Joseph Glennon, S.T.D., Archbishop of St. Louis (Catholic).
Wings Over Jordan 10:30-11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices. AUGUST 4: To Be Announced. AUGUST 11: To Be Announced. AUGUST 18: Dr. J. E. Walker, president, National Negro Business League, Memphis, Tennessee.
Vespers at the Temple of Religion 5:00-5:30 p.m. EACH SUNDAY	Each Sunday a choral program of religious music is broadcast over the coast-to-coast Columbia Network from the Temple of Religion at the World's Fair.

**CBS ADULT
EDUCATION BOARD**

"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROIDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Invitation to Learning

4:30-5:00 p.m.
EACH SUNDAY

This new series invites listeners to read or re-read the world's great books. On each program, four outstanding Americans discuss famous books—emphasizing their living quality. Stringfellow Barr, president of St. John's College of Annapolis, is permanent chairman of the program.

The People's Platform

7:00-7:30 p.m.
EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.

The Human Adventure

8:30-9:00 p.m.
EACH SATURDAY

This series dramatizes outstanding cultural and scientific achievements of the world's leading universities, presents the fruits of scholarly research in a clear, vivid style.

Columbia's Lecture Hall

4:00-4:15 p.m.
EACH MONDAY AND WEDNESDAY

Outstanding personalities on America's lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

Columbia's Country Journal

12:00-12:30 p.m.
EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders. During August his broadcasts originate on tour from farming centers all over the country.

PROGRAM AND TIME	DESCRIPTION
Highways to Health 11:15-1:30 p.m. EACH SATURDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. July's schedule includes addresses by Dr. David Bloom, attending dermatologist, Suydenham Hospital, and Dr. Cary Eggleston, associate professor of clinical medicine, Cornell University Medical School.
Adventures in Science 1:00-4:15 p.m. EACH THURSDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc. AUGUST 1: Dr. Edward E. Wildman, consultant in charge of tree ring study, American Philosophical Society's Committee on Education and Participation in Science. AUGUST 3: Frederic G. Melchior, Editor of Publisher's Weekly; Harvey D. Gibson, Chairman of Board of New York World's Fair; J. F. Cuneo, President of Cuneo Press. AUGUST 15: Mr. Charles M. Upham, engineer-director of American Road Builders' Association. AUGUST 22: Mr. Jack Price, photographic editor of "Editor and Publisher." AUGUST 29: Dr. Cassius Way, president of the American Veterinary Medical Association.
Of Men and Books 1:15-4:30 p.m. EACH TUESDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.
Exploring Space 1:00-4:15 p.m. EACH FRIDAY	Maude Bennot, director of the Adler Planetarium in Chicago, conducts this new series which tells the story of the constellations.
The Old Dirt-Dobber 1:05-11:30 a.m. EACH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.

EDUCATIONAL PROGRAMS

Continued

**CHILDREN'S
PROGRAMS**

Let's Pretend
12:30-1:00 p.m.
EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has already in 1941 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

"March of Games"
1:30-2:00 p.m.
EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvis Prager. Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists
VARIOUS HOURS
MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Buddy Clark	Michael Loring
Jack Leonard	Genevieve Rowe

Golden Gate Quartet
Four Clubmen
VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra
VARIOUS HOURS
MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for August:

Nat Brandwynne	Sonny James
Larry Clinton	Dick Jurgens
Xavier Cugat	Al Kavelin
Bobby Day	Hal Kemp
Baron Elliott	Henry King
Jan Garber	Ozzie Nelson
Horace Henderson	Leighton Noble
Ray Herbeck	Dusty Roades
Dick Stabile	

PROGRAM AND TIME	DESCRIPTION	
CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA	Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.	
News Broadcasts In English) 10:15-10:25, 11:30-11:40 a.m. 1:30-1:45, 5:50-6:00 p.m. MONDAY THRU FRIDAY In French, German, Italian, Polish) 2:00 noon-1 p.m., 5-5:50 p.m. MONDAY THRU SUNDAY 5:00-6:00 p.m., SAT. & SUN.)	Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.	SPECIAL CBS BROADCASTS TO EUROPE
Hollywood News MONDAY, 2:30-2:45 p.m. THURSDAY, 7:45-8:00 p.m. THURSDAY, 8:15-8:30 p.m.	In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.	
News in Spanish 10:00-10:05 p.m. MONDAY THRU SUNDAY 6:15-7:00 p.m. SUNDAY THRU FRIDAY 7:00-7:15 p.m., SAT. (WCBX) 12:30-12:45 p.m., 2:30-2:45 p.m. 6:45-6:00 p.m. MONDAY THRU FRIDAY (WCAB)	World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX). Monday through Friday by Adriano A. Rubio (WCAB).	SPECIAL CBS BROADCASTS TO SOUTH AMERICA
News in Portuguese 7:15-7:30 p.m. MONDAY THRU FRIDAY	Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.	
Carmen Castelo's American Travelogues in Spanish MONDAY, 8:30-8:45 p.m.	Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.	
Cultural News in Spanish 8:15-8:30 p.m. EACH WEDNESDAY	Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.	
Carmen Castelo's Broadway Column in Spanish FRIDAY, 7:30-7:45 p.m.	The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.	

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of July programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

DEMOCRATIC CONVENTION

The Democratic Party Convention which nominated Franklin D. Roosevelt for a third term as President of the United States was thoroughly covered by CBS. Climax of a long series of Columbia broadcasts from Philadelphia came on Wednesday and Thursday evenings, July 17 and 18, when CBS brought its audience the direct, on-the-convention-floor proceedings of the balloting for presidential and vice-presidential candidates. Following the nomination of Henry A. Wallace, Secretary of Agriculture, for the vice-presidency, CBS broadcast an address by President Roosevelt from the White House to the Convention. Mrs. Roosevelt, Postmaster General James A. Farley, Speaker William D. Bankhead, Senator James E. Byrnes, Senator Alben Barkley, Senator Carter Glass, and many other outstanding Democrats were among the public figures heard in CBS broadcasts from the convention city.

OTHER PUBLIC AFFAIRS

JULY 2: CBS broadcast an address by Lewis Compton, Assistant Secretary of the Navy, from Washington, 10:15-10:30 p.m.

JULY 5: Another in CBS' series of talks on national defense brought Louis Johnson, then acting secretary of war, to the microphone for a nationwide address, 10-10:30 p.m.

JULY 7: U. S. Solicitor General Francis Biddle discussed plans for finger-printing and obtaining full information on America's three and a half million aliens in an address from Philadelphia, 10:30-10:45 p.m.

JULY 8: King Haakon, ruler of Norway until Adolf Hitler conquered the country, was heard in an address from his present home, London, 4-4:10 p.m.

JULY 9: Herbert Morrison, minister of supplies in Winston Churchill's British cabinet, broadcast from London, 5:30-5:37 p.m.

JULY 9: General George C. Marshall, Chief of Staff of the U. S. Army, and Admiral Harold R. Stark, Chief of Naval Operations, joined in a special broadcast from Washington, 11:45-12 midnight.

JULY 11: Commissioner Arthur S. Fleming was heard in a special broadcast from the nation's capital, 5:30-5:45 p.m.

JULY 11: Louis Johnson, then acting secretary of war, described the process of "Rounding Out the Army Program, 10:15-10:45 p.m.

JULY 11: CBS broadcast a special news report on the Mexican elections from Mexico City, 10:48-10:53 p.m.

JULY 12: Representative Sam Rayburn of Texas, in Chicago for the Democratic Convention, discussed the caucus, 10-10:30 p.m.

JULY 13: Senator D. Worth Clark, Democrat, of Idaho, presented his views on America's foreign policy in an address from Chicago, 10:15-10:30 p.m.

JULY 13: Philip F. LaFollette, Progressive Party leader of Wisconsin, discussed "The Defense of America," 6:30-6:45 p.m.

JULY 14: Senator Burton K. Wheeler of Montana, head of the so-called Democratic isolationist bloc, explained "Why the Democratic Party Should Have a Peace Plank," 7:15-7:30 p.m.

JULY 19: CBS broadcast Chancellor Adolf Hitler's address to the German people prior to a renewed attack on the British Isles, 1-2:41 p.m.

JULY 21: Edward R. Murrow, Vincent Sheean, Arthur Menken, Erland Echlin, Eric Sevareid, and Larry Leseur, broadcasting from different parts of the British Isles, described Britain's preparations for immediate German attack, 11-11:30 p.m.

JULY 22-31: CBS carried an extensive series of broadcasts from the Inter-American Conference in Havana, called by Secretary of State Cordell Hull of the United States to consider problems arising from the European war which affect the western hemi-

sphere. Starting on Monday with Secretary Hull's keynote speech (5-5:40 p.m.), CBS covered with news broadcasts on Monday and Tuesday (10:30-10:45 p.m.), Wednesday and Thursday (10:15-10:45 p.m.), Friday (10:30-10:45 p.m.) and Saturday (10:15-10:45 p.m.). The broadcasts included summaries by Albert Warner, Alberto Zala-mea, and Howard Pierce Davis of the CBS staff, as well as addresses from the floor. Dr. Leo S. Rowe was heard in a broadcast from Havana on July 29, 8-8:15 p.m.

JULY 22: Mrs. Franklin D. Roosevelt spoke over CBS from the New York World's Fair in connection with the WPA day ceremonies, 3:15-3:30 p.m.

JULY 22: Viscount Halifax discussed the situation facing England in a broadcast from London, 4:15-4:30 p.m.

JULY 26: Norman H. Davis, chairman of the American Red Cross, spoke from Washington, 10-10:15 p.m.

JULY 28: Representative Vito Marcantonio, American Labor Party Congressman from New York, attacked "The Registration of Aliens," 10:30-10:45 p.m.

JULY 30: CBS carried a special broadcast from the National Foreign Trade Convention in San Francisco, 10:15-10:30 p.m.

SPECIAL EVENTS

JULY 4: An American Legion broadcast from New York City and Chicago was a CBS Independence Day feature, 3:35-4 p.m.

JULY 7: Two half-hour productions by the Columbia Dramatic Guild, a charming fantasy and a horror drama, were broadcast over CBS Network late Sunday evening (actually Monday), 12:45-1:45 a.m.

JULY 9: Mel Allen and France Laux, two CBS star baseball reporters, described the All-Star game in St. Louis, 3:15-5:30 p.m.

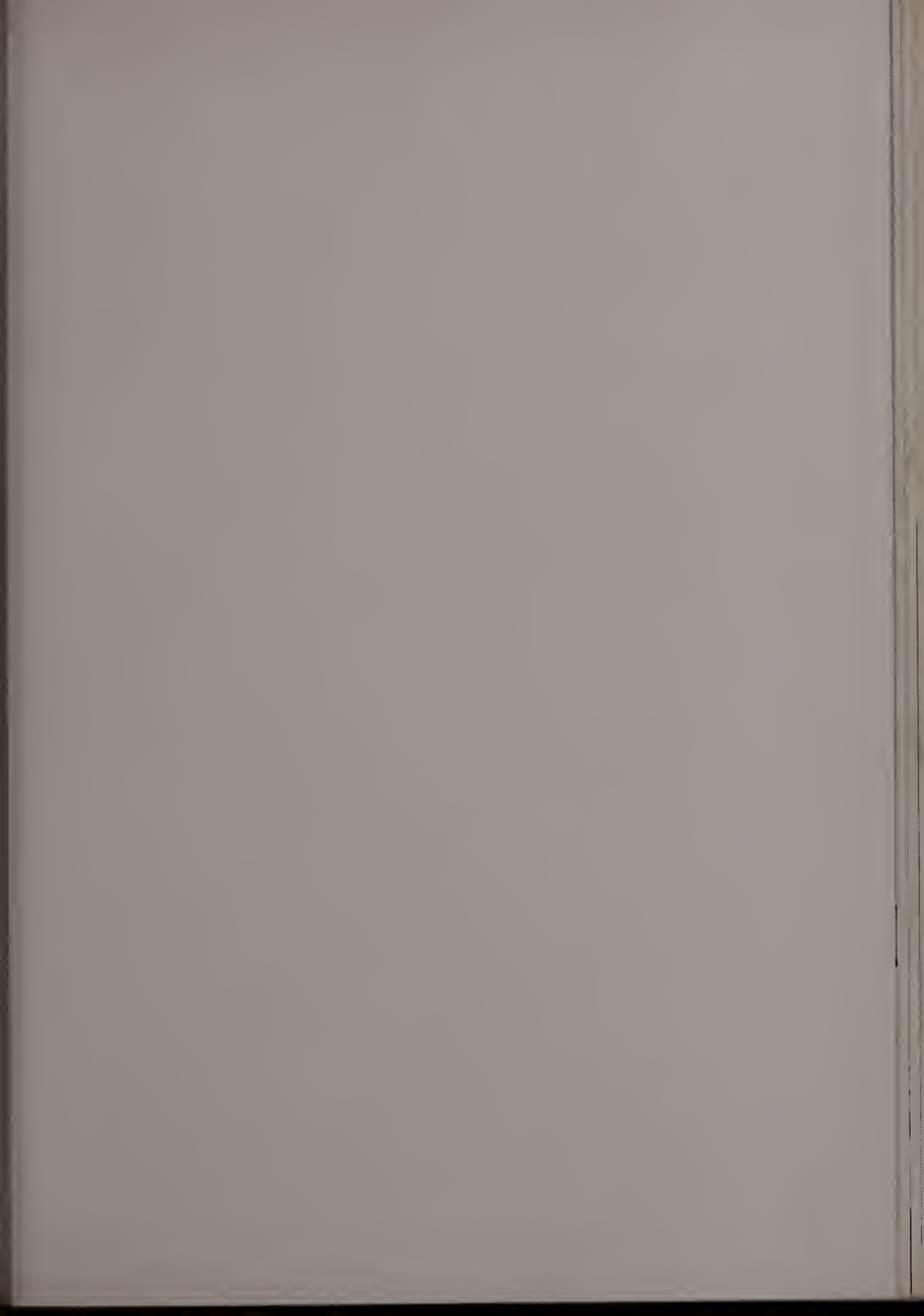
JULY 20 and 27: On successive Saturdays CBS broadcast trackside accounts of two Arlington Park races in Chicago, the Arlington Classic and the Arlington Futurity, 6:05-6:20 p.m.

JULY 26: The nation's leading barber shop quartets, competing at the Band Shell, City Plaza, New York World's Fair, vocal-

ized over Columbia's coast-to-coast Network, 11:15-11:30 p.m.

JULY 28: Jack Knell, Columbia's marine reporter, presented the complete story of the "press run" of the S.S. America, largest and fastest luxury liner ever built in the United States, 2:35-2:45 p.m.

JULY 29: Ted Husing, at trackside, described the American Legion Handicap from the Saratoga Race Track in Saratoga, N. Y., 4:45-5 p.m.



THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder Building, Charlotte, North Carolina • 817 Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

CBS PROGRAM BOOK · SEPTEMBER 1940

In the air and on the ground, a battery of CBS correspondents cover the August war games in northern New York.





SEPTEMBER, 1910

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 14

WABC SPONSORED PROGRAMS: pp. 15 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 7

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes. Page 3

AXTON-FISHER TOBACCO COMPANY:
Twenty Grand Cigarettes Page 13

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes Page 10

PENN TOBACCO COMPANY:
Kentucky Club Pipe Tobacco Page 10

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 11

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
Prince Albert Tobacco Page 12

STEPHANO BROTHERS:
Marvels Cigarettes Page 14

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco Page 13

● CONFECTIONERY

DOUBLEMINT GUM:
Doublemint Gum Page 6

SPEARMINT GUM:
Spearmint Gum Page 12

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe Page 3

ANACIN COMPANY:
Anacin Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 13

BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:
Campana Hand Cream,
Italian Balm, Dreskin, Coolies,
D.D.D., Old South Toiletries Page 4

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap,
Colgate Tooth Powder Pages 5, 6

COLONIAL DAMES, INC.:
Cosmetics Page 13

GILLETTE SAFETY RAZOR COMPANY:
Gillette Shaving Cream,
Safety Razors and Blades Page 8

LADY ESTHER LTD.:
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish Page 9

THE LAMBERT COMPANY:
Listerine Products,
Prophylactic Brushes Page 9

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap, Lifebuoy Page 9

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Toilet Soap Page 14

MENNEN COMPANY:
Mennen Shave Products Page 10

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory Page 11

● FOODS & BEVERAGES

BOWEY'S, INC.:	
Dari-Rich Products	Page 3
CALIFORNIA FRUIT GROWERS EXCHANGE:	
Sunkist Oranges, Lemons	Page 4
CAMPBELL SOUP COMPANY:	
Campbell's Soups, Beans, and Tomato Juice, Franco-American Spaghetti	Page 4
CONTINENTAL BAKING COMPANY, INC.:	
Wonder Bread, Hostess Cake	Page 6
CORN PRODUCTS SALES CO.: <i>(See also Laundry Soaps)</i>	
Kre-Mel Dessert, Mazola Salad & Cooking Oil, Karo Table Syrup, Argo Corn Starch for Puddings	Page 6
FLORIDA CITRUS COMMISSION:	
Florida Citrus Fruit	Page 7
GENERAL FOODS CORPORATION: <i>(See also Laundry Soaps)</i>	
Grape Nuts, Post Toasties, Sanka, Minute Tapioca, Postum, Post's 40% Bran Flakes, Calumet, Swansdown	Pages 7, 8
GENERAL MILLS, INC.:	
Wheaties	Pages 8, 14
Gold Medal Flour	Page 13
H. P. HOOD & SONS, INC.:	
Hood's Milk and Ice Cream	Page 13
IRONIZED YEAST, INC.	
Ironized Yeast	Page 8
LANGENDORF UNITED BAKERIES:	
Bread	Page 14
LEVER BROTHERS COMPANY: <i>(See also Drugs; Laundry Soaps)</i>	
Spry	Page 9
NEHI CORPORATION:	
Royal Crown Cola	Page 10
PETER PAUL, INC.	
Mounds	Page 14
PET MILK SALES CORPORATION:	
Pet Evaporated Milk	Pages 10, 11
THE PROCTER & GAMBLE COMPANY: <i>(See also Toilet Goods; Laundry Soaps)</i>	
Crisco	Page 12
E. B. WASHBURN CANDY CORP.:	
Waleco Candy Bars	Page 13

● LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY: <i>(See also Toilet Goods)</i>	
Concentrated Super Suds, Octagon Products	Page 5
CORN PRODUCTS SALES CO.: <i>(See also Foods)</i>	
Linit	Page 6
THE CUDAHY PACKING COMPANY:	
Old Dutch Cleanser	Page 6
GENERAL FOODS CORPORATION: <i>(See also Foods)</i>	
La France, Satina	Page 8
LEVER BROTHERS COMPANY: <i>(See also Drugs; Foods)</i>	
Rinso	Page 9
THE PROCTER & GAMBLE COMPANY: <i>(See also Toilet Goods; Foods)</i>	
Ivory, Oxydol, Chipso	Pages 11, 12

● LUBRICANTS

AMERICAN OIL COMPANY:	
Amoco-Gas, Orange American Gas	Page 3
GULF OIL CORPORATION:	
Motor Oil and Gas	Page 8
TEXAS COMPANY:	
Texaco Products	Page 12

● MISCELLANEOUS

COMMERCIAL CREDIT COMPANY:	
Automobile Finance Service	Page 6
EVERSHARP, INC.:	
Eversharp Pens and Pencils	Page 7
INTERNATIONAL SILVER COMPANY:	
International Sterling and 1847 Rogers Bros. Silverplate	Page 8
LIBBY-OWENS-FORD GLASS COMPANY:	
Flat Glass Products	Page 10
NATIONAL LEAD COMPANY:	
Dutch Boy Paints	Page 14
PRUDENTIAL INSURANCE COMPANY OF AMERICA:	
Insurance Services	Page 12
YORTY FOR SENATOR COMMITTEE:	
Senatorial Campaign	Page 14

All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
AFFILIATED PRODUCTS, INC. <i>(395th Week on CBS)</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 38 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics Louis Philippe <i>Blackett-Sample-Hummert, Inc.</i>
AMERICAN OIL COMPANY <i>(110th Week on CBS)</i> The Human Side of the News by Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. <i>Rebroadcast</i> 11:05-11:15 p.m. 46 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY <i>(226th Week on CBS)</i> Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra. Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 104 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i>
ANACIN COMPANY <i>(177th Week on CBS)</i> Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 39 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample-Hummert, Inc.</i>
BAYER COMPANY <i>(257th Week on CBS)</i> Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i>
BOWEY'S, INC. <i>(66th Week on CBS)</i> News and Rhythm with Dale Evans, vocalist, and Dave Bacal, instrumentalist <i>Talk and music</i>	Sunday 11:05-11:15 a.m. <i>Rebroadcast</i> 2:35-2:45 p.m. 32 CBS stations ORIGINATES: WBBM	Dari-Rich Products <i>Sorensen & Company</i>

BROWN & WILLIAMSON TOBACCO CORPORATION <i>(101st Week on CBS)</i> Paul Sullivan Reviews the News	Mon. thru Fri. 6:30-6:45 p.m. <i>Rebroadcasts</i> 7:15-7:30 p.m. 1:00-1:15 a.m. 57 CBS stations ORIGINATES: WHAS	Raleigh Cigarettes <i>Batten, Barton, Durstine & Osborn, Inc.</i>
CALIFORNIA FRUIT GROWERS EXCHANGE <i>(69th Week on CBS)</i> Sunkist Presents Hedda Hopper's Hollywood	Mon., Wed., Fri. 6:15-6:30 p.m. 29 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons <i>Lord & Thomas</i>
CAMPANA SALES COMPANY <i>(124th Week on CBS)</i> First Nighter with Barbara Luddy and Les Tremayne <i>Drama</i>	Tuesday 8:30-8:55 p.m. 53 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Italian Balm, Dreskin, Coolies, D.D.D., Old South Toiletries <i>Aubrey, Moore & Wallace, Inc.</i>
CAMPBELL SOUP COMPANY <i>(299th Week on CBS)</i> Campbell's Short Short Story <i>Short story dramatizations</i>	Mon., Wed., Fri. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 53 CBS stations ORIGINATES: WABC	Campbell's Tomato Juice <i>Ward Wheelock Company</i>
Amos 'n' Andy <i>Serial comedy-drama</i>	Mon. thru Fri. 7:00-7:15 p.m. <i>Rebroadcast</i> 11:00-11:15 p.m. 59 CBS stations ORIGINATES: KNX	Campbell's Soups <i>Ward Wheelock Company</i>
Martha Webster with Bess Flynn <i>Dramatic serial</i>	Mon. thru Fri. 11:15-11:30 a.m. <i>Rebroadcast</i> 3:15-3:30 p.m. 57 CBS stations ORIGINATES: WABC	
Fletcher Wiley <i>Talks</i>	Mon. thru Fri. 2:30-2:45 p.m. 35 CBS stations ORIGINATES: KNX	
Lanny Ross <i>Songs</i>	Wed., Thurs., Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 56 CBS stations ORIGINATES: WABC	Franco-American Spaghetti <i>Ruthrauff & Ryan, Inc.</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(95th Week on CBS)</i> Dr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 61 CBS stations ORIGINATES: KNX	Vaseline Preparations McCann-Erickson, Inc.
CHRYSLER CORPORATION <i>(234th Week on CBS)</i> Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler Ruthrauff & Ryan, Inc.
COLGATE-PALMOLIVE-PEET COMPANY <i>(242nd Week on CBS)</i> Colgate Ask-It-Basket with Jim McWilliams <i>Variety-quiz program</i> Strange As It Seems <i>Dramatizations of unusual facts</i> Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i> Hilltop House starring Bess Johnson <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 62 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 54 CBS stations ORIGINATES: WABC Mon. thru Fri. 9:00-9:15 a.m. <i>Rebroadcast</i> 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 78 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:30-10:45 a.m. <i>Rebroadcast</i> 4:30-4:45 p.m. 78 CBS stations ORIGINATES: WABC	Colgate Dental Cream Benton & Bowles, Inc. Palmolive Shave Cream Palmolive Brushless Shave Benton & Bowles, Inc. Octagon Products Benton & Bowles, Inc. Concentrated Super Suds Super Suds Benton & Bowles, Inc. Palmolive Soap Benton & Bowles, Inc.

COLGATE-PALMOLIVE-PETT COMPANY <i>Continued</i> Stepmother <i>Serial drama</i>	Mon. thru Fri. 10:45-11:00 a.m. <i>Rebroadcast</i> 4:45-5:00 p.m. 38 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder <i>Sherman & Marquette, Inc.</i>
COMMERCIAL CREDIT COMPANY <i>23rd Week on CBS)</i> Bob Trout <i>News</i>	Mon., Wed., Fri. 6:00-6:05 p.m. <i>Rebroadcast</i> Mon. and Wed. 11:55-12 mid. Saturday 10:30-10:35 p.m. 64 CBS stations ORIGINATES: WABC	Automobile Finance Service <i>O'Dea, Sheldon & Canada, Inc.</i>
CONTINENTAL BAKING CO., INC. <i>295th Week on CBS)</i> Pretty Kitty Kelly <i>Serial drama</i> Marriage Club with Haven MacQuarrie <i>Quiz</i>	Mon. thru Fri. 10:00-10:15 a.m. <i>Rebroadcast</i> 4:00-4:15 p.m. 46 CBS stations ORIGINATES: WABC Saturday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:00-11:30 p.m. 47 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake <i>Benton & Bowles, Inc.</i> Wonder Bread <i>Benton & Bowles, Inc.</i>
CORN PRODUCTS SALES COMPANY <i>294th Week on CBS)</i> Society Girl starring Charlotte Manson <i>Dramatic serial</i>	Mon. thru Fri. 3:00-3:15 p.m. 46 CBS stations ORIGINATES: WABC	Kre-Mel Dessert Linit Mazola Salad & Cooking Oil Karo Table Syrup Argo Corn Starch for Puddings <i>C. L. Miller Company</i>
THE CUDAHY PACKING COMPANY <i>296th Week on CBS)</i> Bachelor's Children <i>Serial drama</i>	Mon. thru Fri. 9:45-10:00 a.m. 18 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser <i>Roche, Williams & Cunningham, Inc.</i>
DOUBLEMINT GUM <i>228th Week on CBS)</i> Melody Ranch with Gene Autry <i>Western dramatic series</i>	Sunday 6:30-7:00 p.m. 67 CBS stations ORIGINATES: KXN	Doublemint Gum <i>J. Walter Thompson Company</i>

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
EVERSHARP, INC. <i>(48th Week on CBS)</i> Take It or Leave It with Bob Hawk, MC, Ray Bloch's Orchestra, David Ross <i>Quiz</i>	Sunday 10:00-10:30 p.m. 3 CBS stations (Starting Sept. 30 53 CBS stations) ORIGINATES: WABC	Eversharp Pens and Pe <i>The Biow Company</i>
FLORIDA CITRUS COMMISSION <i>(27th Week on CBS)</i> Mary Margaret McBride <i>Talks</i> (Beginning September 30)	Mon. thru Fri. 3:15-3:30 p.m. 36 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
FORD MOTOR COMPANY <i>(333rd Week on CBS)</i> Ford Summer Hour with Jessica Dragonette, James Newill, baritone, Linton Wells as "Rouge Reporter," Budd Hulick, MC, Leith Stevens and His Orchestra <i>Music and variety</i>	Sunday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WJR	Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, In</i>
GENERAL FOODS CORPORATION <i>(275th Week on CBS)</i> We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i> Kate Smith Hour with Kate Smith, Ted Collins, Willie Howard. Jack Miller and his orchestra, Ted Straeter and his chorus, Andre Baruch <i>Music, comedy, and drama</i> (Beginning September 20) Elmer Davis <i>News</i> Kate Smith Speaks; News <i>Talks and news</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 80 CBS stations ORIGINATES: WABC Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 75 CBS stations ORIGINATES: WABC Mon., Wed., Thurs. 8:55-9:00 p.m. 87 CBS stations ORIGINATES: WABC Mon. thru Fri. 12:00-12:15 p.m. 67 CBS stations ORIGINATES: LAKE PLACID	Sanka <i>Young & Rubicam, In</i> Grape Nuts <i>Young & Rubicam, In</i> Post Toasties <i>Benton & Bowles, In</i> Grape Nuts <i>Young & Rubicam, Inc</i>

GENERAL FOODS CORPORATION <i>(Continued)</i> My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i> Joyce Jordan, Girl Interne <i>Serial drama</i> Young Dr. Malone <i>Serial drama</i>	Mon. thru Fri. 2:45-3:00 p.m. 68 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 51 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:00-2:15 p.m. <i>Rebroadcast</i> 6:00-6:15 p.m. 69 CBS stations ORIGINATES: WABC	Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> La France Satina Minute Tapioca <i>Young & Rubicam, Inc.</i> Post's 40% Bran Flakes <i>Benton & Bowles, Inc.</i>
GENERAL MILLS, INC. <i>(507th Week on CBS)</i> By Kathleen Norris <i>Dramatization of her novels</i>	Mon. thru Fri. 5:00-5:15 p.m. 24 CBS stations ORIGINATES: WABC	Wheaties <i>Knox Reeves</i> <i>Advertising, Inc.</i>
GILLETTE SAFETY RAZOR COMPANY <i>(67th Week on CBS)</i> Elmer Davis <i>News</i>	Tues., Fri. 8:55-9:00 p.m. 49 CBS stations ORIGINATES: WABC	Gillette Shaving Cream, Safety Razors and Blades <i>Maxon, Inc.</i>
GULF OIL CORPORATION <i>(342nd Week on CBS)</i> Adventures of Ellery Queen <i>Detective dramatizations</i>	Sunday 7:30-8:00 p.m. 70 CBS stations ORIGINATES: WABC	Motor Oil and Gas <i>Young & Rubicam, Inc.</i>
INTERNATIONAL SILVER COMPANY <i>(129th Week on CBS)</i> Fun in Print Supervised by the Literary Guild, with Sigmund Spaeth, MC <i>Literary quiz</i>	Sunday 6:00-6:30 p.m. 26 CBS stations ORIGINATES: WABC	International Sterling and 1847 Rogers Bros. Silverplate <i>Young & Rubicam, Inc.</i>
IRONIZED YEAST CO., INC. <i>(49th Week on CBS)</i> Court of Missing Heirs <i>Drama</i>	Tuesday 8:00-8:30 p.m. 73 CBS stations ORIGINATES: WABC	Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i>

LADY ESTHER, LTD. <i>(351st Week on CBS)</i> Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: ON TOUR	Face Powder, Face Cream Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i>
THE LAMBERT COMPANY <i>(165th Week on CBS)</i> Grand Central Station <i>Dramatic programs</i>	Friday 9:30-10:00 p.m. 56 CBS stations ORIGINATES: WABC	Listerine Products Prophylactic Brushes. <i>Lambert & Feasley, Inc.</i>
LEVER BROTHERS COMPANY <i>(265th Week on CBS)</i> Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> Uncle Jim's Question Bee <i>Quiz</i> Meet Mister Meek <i>Drama</i> Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i> Aunt Jenny's Real Life Stories <i>Dramatic sketches</i>	Monday 9:00-10:00 p.m. 65 CBS stations 29 CBC stations ORIGINATES: KNX Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 67 CBS stations 31 CBC stations ORIGINATES: WABC Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 63 CBS stations ORIGINATES: WABC Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 72 CBS stations 26 CBC stations ORIGINATES: WABC Mon. thru Fri. 11:45-12 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 65 CBS stations ORIGINATES: WABC	Lux Toilet Soap <i>J. Walter Thompson Company</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Lifebuoy <i>William Esty & Company, Inc.</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Spry <i>Ruthrauff & Ryan, Inc.</i>

LIBBY-OWENS-FORD GLASS COMPANY

(Starting September 29)

Design for Happiness

with 65-piece Chicago Woman's Symphony Orchestra, directed by Izler Solomon

Symphonic music

(Beginning September 29)

Sunday

5:00-5:30 p.m.

72 CBS stations

ORIGINATES: WBBM

Flat glass products

United States Advertising Corporation

LIGGETT & MYERS TOBACCO COMPANY

(399th Week on CBS)

Glenn Miller and His Orchestra

with Marion Hutton, Ray Eberle

Popular music

Tues., Wed., Thurs.

10:00-10:15 p.m.

95 CBS stations

ORIGINATES: ON TOUR

Chesterfield Cigarettes

Newell-Emmett Co., Inc.

MENNEN COMPANY

(72nd Week on CBS)

Colonel Stoopnagle's Quixie-Doodle Contest

Comedy and quiz

(Beginning September 29)

Sunday

5:30-6:00 p.m.

52 CBS stations

ORIGINATES: WABC

Mennen Shave Products

H. M. Kiesewetter Advertising Agency, Inc.

NEHI CORPORATION

(43rd Week on CBS)

Believe It or Not

with Robert Ripley

Dramatization of unusual facts

(Beginning September 13)

Friday

10:00-10:30 p.m.

89 CBS stations

ORIGINATES: WABC

Royal Crown Cola

Batten, Barton, Durstine & Osborn, Inc.

PENN TOBACCO COMPANY

(48th Week on CBS)

Vox Pop

Parks and Wally

Interviews

Thursday

7:30-8:00 p.m.

50 CBS stations

ORIGINATES: WABC

Kentucky Club Pipe Tobacco

Ruthrauff & Ryan, Inc.

PET MILK SALES CORPORATION

(354th Week on CBS)

Saturday Night Serenade

Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus

Musical

Saturday

9:45-10:15 p.m.

54 CBS stations

ORIGINATES: WABC

Pet Evaporated Milk

Gardner Advertising Company

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PET MILK SALES CORPORATION <i>Continued</i> Mary Lee Taylor home economist <i>Household advice</i>	Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 65 CBS stations ORIGINATES: KMOX	Pet Evaporated Milk <i>Gardner Advertising Company</i>
PHILIP MORRIS & COMPANY, LTD. <i>(212th Week on CBS)</i> Johnny Presents Johnny Green's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interlude</i> The Crime Doctor <i>Dramatic programs</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 78 CBS stations ORIGINATES: WABC Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 62 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes <i>The Biow Company, Inc.</i>
THE PROCTER & GAMBLE CO. <i>(305th Week on CBS)</i> Professor Quiz with Bob Trout <i>Questions and answers</i> (This series ends September 10) Those We Love <i>Drama</i> (Beginning September 16) The Goldbergs <i>Serial drama</i> Life Can Be Beautiful <i>Serial drama</i>	Tuesday 9:30-10:00 p.m. <i>Rebroadcast</i> 12:30-1:00 a.m. 48 CBS stations ORIGINATES: WABC Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 70 CBS stations ORIGINATES: WABC Mon. thru Fri. 1:00-1:15 p.m. 24 CBS stations ORIGINATES: WABC Mon. thru Fri. 1:15-1:30 p.m. 34 CBS stations ORIGINATES: WABC	Teel Drene <i>H. W. Kastor & Sons</i> Oxydol <i>Blackett-Sample-Hummert, Inc.</i> Ivory Soap <i>Compton Advertising, Inc.</i>

THE PROCTER & GAMBLE CO.

Continued

Right to Happiness

Serial drama

Mon. thru Fri.
1:30-1:45 p.m.
36 CBS stations
31 CBC stations
ORIGINATES: WBBM

Crisco
*Compton Advertising,
Inc.*

Road of Life

Serial drama

Mon. thru Fri.
1:45-2:00 p.m.
25 CBS stations
ORIGINATES: WBBM

Chipso
Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE COMPANY
OF AMERICA**

(66th Week on CBS)

When a Girl Marries

Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**

(382nd Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
59 CBS stations
ORIGINATES: KNX

Camel Cigarettes
Prince Albert Smoking
Tobacco
*William Esty &
Company, Inc.*

The Al Pearce Show

with Blanche Stewart, Artie
Auerbach, Arthur Q. Bryan,
Marie Greene and Her Merry Men,
and Carl Hoff and His Orchestra

Variety

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
84 CBS stations
ORIGINATES: KNX

SPEARMINT GUM

(128th Week on CBS)

Scattergood Baines

Serial drama

Mon. thru Fri.
5:45-6:00 p.m.
74 CBS stations
ORIGINATES: WBBM

Spearmint Gum
Neisser Meyerhoff, Inc.

TEXAS COMPANY

(170th Week on CBS)

Texaco Star Theatre

with James Wallington, MC, Frances
Langford, Kenny Baker, and
David Broekman's Orchestra

Variety

Wednesday
9:00-9:30 p.m.
87 CBS stations
ORIGINATES: KNX

Texaco products
Buchanan & Co.

**COLUMBIA
NEW ENGLAND
NETWORK**

U. S. TOBACCO COMPANY
(274th Week on CBS)

Pipe Smoking Time
with Tom Howard and George
Shelton, Ray Bloch's Orchestra
Comedy and music

Monday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
55 CBS stations
ORIGINATES: WABC

Dill's Best
Model Smoking Tobacco
Arthur Kudner, Inc.

H. P. HOOD & SONS, INC.
(5th Week on CBS)

Yankee Swapper
with Robb Sagendorph
New England swapping

Mon., Fri.
8:00-8:15 p.m.
ORIGINATES: WEEI

Hood's Milk and Ice Cream
*Harold Cabot &
Company, Inc.*

**F. B. WASHBURN CANDY
CORPORATION**
(Starting September 7)

Crackpot College
Quiz

Saturday
5:30-6:00 p.m.
ORIGINATES: WEEI

Waleco Candy Bars
*Bennett, Walther &
Menadier, Inc.*

**COLUMBIA
MIDWESTERN
NETWORK**

GENERAL MILLS, INC.
(507th Week on CBS)

Beyond These Valleys
Dramatic serial

Mon. thru Fri.
3:15-3:30 p.m. CST
ORIGINATES: WABC

Gold Medal Flour
*Blackett-Sample-
Hummert, Inc.*

**COLUMBIA
PACIFIC
NETWORK**

AXTON-FISHER TOBACCO CO.
(50th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
9:45-9:55 p.m. PST
ORIGINATES: KNX

Twenty Grand Cigarettes
Weiss & Geller, Inc.

BATHASWEET CORPORATION
(47th Week on CBS)

Bob Garred Reporting
News

Tues., Thurs.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Bathasweet Products
*H. M. Kiesewetter
Advertising Agency*

COLONIAL DAMES, INC.
(38th Week on CBS)

Beauty Explorer
Beauty commentary

Friday
8:55-9:00 p.m. PST
ORIGINATES: KNX

Cosmetics
*Glasser Advertising
Agency*

GENERAL MILLS, INC.

Sperry Flour Co.)

507th Week on CBS)

Beyond These Valleys

Dramatic serial

Mon. thru Fri.

1:15-1:30 p.m. PST

ORIGINATES: WABC

Wheathearts

Westco Advertising

Agency, Inc.

**COLUMBIA
PACIFIC
NETWORK**

Continued

LANGENDORF UNITED BAKERIES

5th Week on CBS)

News by Hughes

News

Mon. thru Fri.

1:30-1:45 p.m. PST

ORIGINATES: KSFO

Bread

Leon Livingston

Advertising Agency

LOS ANGELES SOAP COMPANY

(48th Week on CBS)

Knox Manning

News

Mon. thru Fri.

11:45-12:00 noon

PST

ORIGINATES: KNX

White King Soap

Sierra Pine Soap

Raymond R. Morgan Co.

NATIONAL LEAD COMPANY

(29th Week on CBS)

Answer Auction

Quiz

Thursday

8:30-9:00 p.m. PST

ORIGINATES: KNX

Dutch Boy Paints

Erwin, Wasey &

Company

PETER PAUL, INC.

(7th Week on CBS)

Bob Garred Reporting

News

Mon., Wed., Fri.

4:45-4:55 p.m. PST

ORIGINATES: KNX

Mounds Candy

Ten Crown Gum

*Brisacher, Davis
& Staff*

STEPHANO BROTHERS

(58th Week on CBS)

Sports Huddle

with Tom Breneman and

Braven Dyer

Sports news

Tues., Thurs., Sat.

6:45-6:55 p.m. PST

ORIGINATES: KNX

Marvels Cigarettes

The Aitkin-Kynett Co.

YORTY FOR SENATOR COMMITTEE

(5th Week on CBS)

Talks

Political talks

Tuesday

7:45-8:00 p.m. PST

ORIGINATES: KNX

Senatorial Campaign

Ray Davidson

**COLUMBIA
CALIFORNIA
NETWORK**

**WABC
SPONSORED
PROGRAMS**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN CHICLE COMPANY <i>(27th Week on WABC)</i> Announcements (Beginning September 30)	Mon. thru Sat. 8:00-8:01:30 a.m.	Chiclets <i>Badger, Browning & Hersey, Inc.</i>
BULOVA WATCH COMPANY <i>(574th Week on WABC)</i> Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
GENERAL BAKING COMPANY <i>(7th Week on WABC)</i> Ted Steele <i>Songs</i>	Mon. thru Sat. 8:15-8:20 a.m.	Bond Bread <i>Batten, Barton, Durstin & Osborn, Inc.</i>
CORDON BAKING COMPANY <i>(44th Week on WABC)</i> Hollywood Dreams	Tues., Thurs. 11:00-11:15 a.m.	Roman Meal Bread <i>Barton A. Stebbins</i>
KRUG BAKING COMPANY <i>(35th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Friday 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
MELVILLE SHOE COMPANY <i>(92nd Week on WABC)</i> Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Thom McAn Shoes <i>Neff-Rogow, Inc.</i>
MANUFACTURERS' TRUST COMPANY News of the War with Elmer Davis, Major George Fielding Eliot, and Albert Warner (Beginning September 17)	Tues., Thurs. 10:45-11:00 p.m.	Banking Services <i>McCann-Erickson, Inc.</i>

**WABC
SPONSORED
PROGRAMS**

**NEW YORK STATE BUREAU OF
MILK PUBLICITY**

Tuesday
8:45-9:00 a.m.

Milk Publicity
J. M. Mathes, Inc.

Woman's Page of the Air
with Adelaide Hawley
(Beginning September 24)

RAPINWAX PAPER COMPANY
21st Week on WABC)

Thursday
8:45-9:00 a.m.

Rapinwax Paper
W. I. Tracy, Inc.

Woman's Page of the Air
with Adelaide Hawley

R. J. REYNOLDS TOBACCO COMPANY
*20th Week on WABC)**

Mon. thru Sat.
approximately
3:15-5:30 p.m.

Camel Cigarettes
*William Esty &
Company, Inc.*

**Home Games of New York
Giants and Yankees**
Play-by-play descriptions by Mel Allen

WHITE LABORATORIES, INC.

Mon., Wed., Fri.
8:20-8:25 a.m.

"Chooz"
*William Esty &
Company, Inc.*

Jack Berch

Variety

(Beginning September 16)

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 19
3. SPECIAL EVENTS	Page 19
4. DRAMATIC SERIES	Page 20
5. VARIETY	Page 21
6. PERSONALITIES	Page 22
7. SERIOUS MUSIC	Page 23
8. RELIGIOUS BROADCASTS	Page 24
9. EDUCATIONAL PROGRAMS	Page 25
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: AUGUST PROGRAMS	Page 29

NEWS BROADCASTS

News Summaries, Analyses and Broadcasts from Europe

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Eric Sevareid from London; Edwin Hartrich from Paris; William L. Shirer, Joseph C. Harsch from Berlin; Cecil Brown from Rome; Larry Leseur from R.A.F. headquarters in Great Britain; Frank Stevens from Budapest; Spencer Williams from Bucharest; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:15 a.m., 3:30, 12:30 p.m., 1:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:15, 11:00 a.m., 3:30, 6:00 p.m., 12:30, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:30, 1:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

**PUBLIC
AFFAIRS**

A. F. Whitney

5:30-5:45 p.m.

MONDAY, SEPTEMBER 2

The President of the Brotherhood of Railroad Trainmen speaks at the Third Constitutional Convention of the United Office and Professional Workers of America.

Senator James J. Davis

7:15-7:30 p.m.

MONDAY, SEPTEMBER 2

Secretary of Labor under Presidents Harding, Coolidge and Hoover, Mr. Davis, Republican Senator of Pennsylvania, is heard in a Labor Day address from Philadelphia.

Secretary Frances Perkins

8:00-8:15 p.m.

MONDAY, SEPTEMBER 2

Secretary of Labor Perkins reviews the past year in labor's history and surveys prospects for 1941. This address from Boston is her eighth annual Labor Day talk since she was appointed to President Roosevelt's cabinet.

**First Anniversary
of Second World War**

10:30-11:00 p.m.

TUESDAY, SEPTEMBER 3

CBS correspondents in Berlin, London, Washington, and New York join in a program exploring the circumstance of war on the first anniversary of Neville Chamberlain's declaration that Great Britain was at war with Germany. William L. Shirer and Edward R. Murrow give American audiences their on-the-scene impressions of Berlin and London "today and one year ago." Albert Warner, Major George Fielding Eliot, Elmer Davis, and Bob Trout discuss different aspects of the first year of war from Washington and New York—in retrospect, appraisal, and forecast.

H. W. Prentis, Jr.

10:15-10:30 p.m.

THURSDAY, SEPTEMBER 5

Mr. Prentis, president of the National Association of Manufacturers, is interviewed by Edwin C. Hill in the last of a series of interviews on industry's part in the national defense program.

**SPECIAL
EVENTS**

Aqueduct Handicap

4:30-4:45 p.m.

MONDAY, SEPTEMBER 2

Ted Husing is at trackside to describe the Aqueduct Handicap, feature race of the New York track's opening Fall card. The handicap is for three-year-olds and upwards, for a purse of \$7,500.

National Tennis Championship Matches

VARIOUS HOURS

SUNDAY, SEPTEMBER 1, THRU

SATURDAY, SEPTEMBER 7

CBS sets up its microphones at Forest Hills to cover the 1940 annual national men's and women's tennis championships. Joe Bolton provides the summary of the third-round matches on September 1, 5:15-5:30 p.m. Ted Husing presents summaries of the fifth and sixth day's play. Tuesday at 6:15-6:30 p.m. and Wednesday at 5:30-5:45 p.m., as well as stroke-by-stroke descriptions of the quarter finals, semi-finals, and finals. These broadcasts are scheduled as follows:

SEPTEMBER 5: Quarter finals, 4:15-5:45 p.m.

SEPTEMBER 6: Semi-finals, 3:15-5:30 p.m.

SEPTEMBER 7: Finals, 2:00-5:00 p.m.

(Most of these broadcasts will not be carried on WABC, but will be piped by CBS to WNYC for the New York area.)

SPECIAL EVENTS

Continued

"Honest Abe"

10:00-10:30 a.m.

EACH SATURDAY

This Saturday morning series dramatizes human interest episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, author of the four-star dramatic hit, "Prologue to Glory," the series stars Ray Middleton, prominent young American baritone. Programs in the series trace Lincoln's rise as a young lawyer and legislator until his election as President. Sidney Harmon produces and directs the series; he is assisted by Betzy Tuthill.

DRAMATIC SERIES

Columbia Workshop

8:00-8:30 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Columbia's leading staff directors are assigned to the plays, which are submitted by new young writers as well as by established script-writers. Douglas Coulter supervises production of the plays and selection of the scripts.

**"So You Think
You Know Music"**

8:00-8:30 p.m.

MONDAY, SEPTEMBER 9

9:30-10:00 p.m.

TUESDAY, SEPTEMBER 17 AND 24

Ted Cott concludes the current series of this amusing musical inquisition. Leonard Lieb-ling judges the four contestants, two of whom are professional musicians and two drawn from the studio audience. They compete for concert tickets, books, and phonograph records.

Choose Up Sides

8:30-8:55 p.m.

FRIDAY, SEPTEMBER 6 AND 13

Two teams of guest sports experts compete in a quiz about all kinds of games, players, and records. Caswell Adams, the New York Herald Tribune's boxing expert, and Arthur Mann captain the opposing teams, while Ted Husing poses the questions.

**Columbia Gay Nineties
Revue**

7:30-8:00 p.m.

EACH SATURDAY

Columbia entertainers get into bowlers and bustles and revert to the songs and comedy, and melodrama of the nineties. Songwriter Joe Howard, 73 year old master of ceremonies, introduces Genevieve Rowe, Beatrice Kay, Billy Greene, the Four Clubmen, Frank Lovejoy, and the Floradora girls. Ray Bloch is the conductor, Al Rinker the producer.

Flow Gently Sweet Rhythm

5:30-6:00 p.m.

SUNDAY, SEPTEMBER 1, 8, 15, 22

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

"Singing Bee"

10:30-11:00 a.m.

EACH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.

Let's Be Lazy

9:30-10:00 a.m.

EACH SATURDAY

Tom Moore, 225-pounder and radio's laziest announcer, persuades his listeners to take life easy in this unusual Saturday morning series. Dale Evans sings when Moore gets tired.

Forecast

9:00-10:00 p.m.

MONDAY, SEPTEMBER 2

Columbia's unusual "Forecast" series ends on September 2 with a full-hour production entitled "Birth of a Nation." The September 2 program, sample installment of a series which would run for 52 weeks, is "The Story of Peter Zenger," by Marjorie Bartlett and Brewster Morgan. The cast includes Mary Astor, Frank Craven, Gene Lockhart, Burgess Meredith, and Thomas Mitchell. David Broekman directs the music and Mr. Morgan directs the program.

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' Family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

6:15-6:30 p.m.

EACH THURSDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

Al Bernard's Minstrels

3:15-3:30 p.m.

EACH WEDNESDAY AND FRIDAY

Al Bernard joins the Four Clubmen and Lou Lubin in presenting an old-time minstrel show on Wednesday and Friday afternoons. The show includes comic dialogue and old-time musical favorites.

"Man About Hollywood"

8:00-8:30 p.m.

FRIDAY, SEPTEMBER 6 AND 13

George McCall returns to CBS with his popular program of Hollywood news and interviews, and dramatizations of important events in the film capital. Lud Gluskin and his orchestra provide musical interludes.

A Friend in Deed

3:45-4:00 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon. Each broadcast features a dramatization.

Songs of Cheer and Comfort

9:30-10:00 a.m.

EACH SUNDAY

Richard Maxwell is heard each Sunday morning in a half-hour of hymns and inspirational music.

PERSONALITIES

**SERIOUS
MUSIC**

**Columbia Broadcasting
Symphony Orchestra**

3:00-4.30 p.m.

EACH SUNDAY

Howard Barlow conducts the Columbia Broadcasting Symphony in this series of concerts, including many outstanding modern works as well as classical selections. William Fine-shriber is intermission commentator.

SEPTEMBER 8: *Borodin*: Selections from "Prince Igor," Prelude, March, Dance of the Slave Maidens, and Polovetzian Dances; *Tschaikowsky*: Prelude to "Iolanthe," Symphony No. 6, "Pathetique."

**Columbia Concert
Orchestra**

7:00-7:15 p.m.

MONDAY, WEDNESDAY AND FRIDAY

9:30-10:00 p.m.

EACH WEDNESDAY

5:15-5:45 p.m.

EACH FRIDAY

The Columbia Concert Orchestra is regularly heard over the coast-to-coast CBS Network in five periods a week of classical selections. Conductors for the broadcasts are Howard Barlow and Bernard Herrmann. Mr. Herrmann conducts the Wednesday evening half-hour programs, while Mr. Barlow directs the orchestra on Friday afternoon.

Vera Brodsky

2:00-2:30 p.m.

EACH SATURDAY

Vera Brodsky, internationally famous concert and radio pianist, devotes her new cycle of broadcasts to piano compositions of Brahms.

Dorian String Quartet

11:30 a.m.-12:00 noon

EACH SATURDAY

The Dorian String Quartet—Alexander Cores and Harry Friedman, violins, David Mankovitz, viola, and Bernard Greenhouse, cello—are heard in a summer series of concerts of contemporary music.

Yella Pessl

VARIOUS HOURS

Yella Pessl, one of the musicians who saved the harpsichord from retirement as a museum piece, plays that instrument in five broadcasts a week over CBS.

Exploring Music

5:15-5:45 p.m.

EACH MONDAY

Bernard Herrmann conducts the CBS orchestra in an unusual program, which digs deep into musical archives for interesting material. Each program in the series is an exploration of the works of a particular composer or period.

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In September:

SEPTEMBER 1: *Morning*: Dr. Earl Frederick Adams, D.D., Northern Baptist Convention, New York.

Afternoon: Rev. Daniel A. Lord, S.J., Editor of "Queen's Work" and National Director of Sodality of Our Lady, St. Louis.

SEPTEMBER 8: *Morning*: Rev. Martin E. Anderson, D.D., Central Presbyterian Church, Denver.

Afternoon: Dr. Raphael Harwood Miller, D.D., National City Christian Church, Washington (Disciples of Christ).

SEPTEMBER 15: *Morning*: Dr. Abdel Ross Wentz, president, Lutheran Theological Seminary, Gettysburg, Pennsylvania.

Afternoon: Reverend James W. Gibbons, Rector and Retreat Master of St. Joseph's-in-the-Hills, Malvern, Pennsylvania (Catholic).

SEPTEMBER 22: *Morning*: Dr. Joseph R. Sizoo, Collegiate Church of St. Nicholas, New York (Presbyterian).

Afternoon: Most Rev. Francis J. Spellman, Archbishop of New York, and Rev. Robert I. Gannon, S.J., president, Fordham University.

SEPTEMBER 29: *Morning*: Bishop Francis J. McConnell, Methodist Episcopal Church.

Afternoon: Rabbi Jonah B. Wise, Central Synagogue, New York City.

RELIGIOUS BROADCASTS

Wings Over Jordan

10:30-11:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

SEPTEMBER 1: Dr. Charles H. Garvin, President, Cleveland Library Board, Cleveland.

SEPTEMBER 8: Dr. Earnest B. Kalibala, Uganda, East Africa (now visiting Memphis, Tennessee).

SEPTEMBER 15: Rev. James L. Horace, President, Baptist General State Convention of Illinois, Chicago.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. GANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Invitation to Learning

4:30-5:00 p.m.

EACH SUNDAY

This new series invites listeners to read or re-read the world's great books. On each program, four outstanding Americans discuss famous books—emphasizing their living quality. Stringfellow Barr, president of St. John's College of Annapolis, is permanent chairman of the program.

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.

The Human Adventure

8:30-8:55 p.m.

SATURDAY, SEPTEMBER 7 AND 14

This series dramatizes outstanding cultural and scientific achievements of the world's leading universities, presents the fruits of scholarly research in a clear, vivid style.

Columbia's Lecture Hall

4:00-4:15 p.m.

EACH MONDAY AND WEDNESDAY

Outstanding personalities on America's lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

Columbia's Country Journal

12:00-12:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders. During August his broadcasts originate on tour from farming centers all over the country.

EDUCATIONAL PROGRAMS

Continued

Highways to Health

1:15-1:30 p.m.

EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen. September's schedule:

SEPTEMBER 14: Dr. S. Bernard Wortis, "Psychiatric Help for the Normal Person."

SEPTEMBER 21: Dr. Frank S. Yeomans, Professor, Gastrointestinal Surgery, N. Y. Polyclinic Medical School and Hospital, "The Restless Colon."

SEPTEMBER 28: Dr. Marion B. Sulzburger, Asst. Clinical Professor of Dermatology and Syphilology, N. Y. Post Graduate Medical School and Hospital of Columbia University.

Adventures in Science

4:00-4:15 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc. On September 4, Mr. Oren C. Dunham, Chief Botanist of Abbott Laboratories, is guest scientist.

Of Men and Books

4:00-4:15 p.m.

EACH TUESDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.

Exploring Space

4:00-4:15 p.m.

EACH FRIDAY

Maude Bennot, director of the Adler Planetarium in Chicago, conducts this new series which tells the story of the constellations.

The Old Dirt-Dobber

11:05-11:30 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.

**CHILDREN'S
PROGRAMS**

Let's Pretend

12:30-1:00 p.m.

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has already in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvis Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Buddy Clark Michael Loring
Genevieve Rowe

**Golden Gate Quartet,
Four Clubmen**

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for August:

Nat Brandwynne Woody Herman
Henry Busse Al Kavelin
Larry Clinton Hal Kemp
Jack Coffey George King
Bob Crosby Henry King
Navier Cugat Jimmy Lunceford
Bobby Day Guy Lombardo
Ray Herbeck Leighton Noble
Dusty Roades

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts (In English)

10:15-10:25, 11:30-11:40 a.m.

1:30-1:45, 5:50-6:00 p.m.

MONDAY THRU FRIDAY

(In French, German, Italian, Polish)

12:00 noon-1 p.m., 5-5:50 p.m.

MONDAY THRU SUNDAY

5:00-6:00 p.m., SAT. & SUN.)

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

Hollywood News

MONDAY, 2:30-2:45 p.m.

THURSDAY, 7:45-8:00 p.m.

SUNDAY, 8:00-8:15 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish

10:00-10:05 p.m.

MONDAY THRU SUNDAY

6:45-7:00 p.m.

SUNDAY THRU FRIDAY

7:00-7:15 p.m., SAT. (WCBX)

12:30-12:45 p.m., 2:30-2:45 p.m.

5:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

Carmen Castelo's American Travelogues in Spanish

WEDNESDAY, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish

FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

Carmen Castelo's Broadway Column in Spanish

FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

SPECIAL CBS BROADCASTS TO EUROPE

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

AUGUST PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of August programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

In the month of August, the problem of national defense loomed very large through the entire United States and was reflected in hard Congressional debate on conscription. Throughout the month, CBS scheduled many talks by cabinet members, senators, representatives, and members of the Defense Commission, in addition to the regular public affairs broadcasts on the "American View-points" series.

AUGUST 2: Representative Wright Patman, Democrat of Texas, discussed "Safeguarding Democracy" from the studios of WJSV, Washington, 10-10:15 p.m.

AUGUST 3: Senator Josh Lee, Democrat of Oklahoma and one of the leaders of the "Draft Wealth" movement, urged that the United States "Draft Money as Well as Men," 10:15-10:30 p.m.

AUGUST 4: Compulsory military training was discussed by Secretary of the Navy Frank Knox, Assistant Secretary of War Robert P. Patterson, and Colonel Julius Ochs Adler, 2-2:30 p.m.

AUGUST 6: Governor William H. Vanderbilt of Rhode Island and United States Solic-

itor General Francis Biddle surveyed cooperative plans for the Federal and State Governments in the new U.S. defense program, 10:15-10:30 p.m.

AUGUST 7: Dr. Harry Emerson Fosdick of the Riverside Cathedral, New York City, spoke in support of the Burke-Wadsworth Conscription Bill, 10:15-10:30 p.m.

AUGUST 8: Mrs. Ida B. Wise Smith of the Woman's Christian Temperance Union was heard in an address from Chicago, 5:30-5:45 p.m.

AUGUST 8: All seven members of the National Defense Advisory Commission participated in a forum on the problems which confront them and were interviewed by Albert Warner of CBS and correspondents of NBC and Mutual. The Commission members heard on the broadcast were Ralph Budd, Chester C. Davis, Miss Harriet Elliott, Leon Henderson, Sidney Hillman, William S. Knudsen, and Edward R. Stettinius, Jr., 10:30-11 p.m.

AUGUST 13: Senator David I. Walsh, Democrat of Massachusetts, spoke on the topic, "Our Navy for Our Own Defense," 10:15-10:30 p.m.

AUGUST 16: A special half-hour broadcast from the assembly room of the Elwood. Indiana, High School heralded the following day's acceptance speech of Republican candidate Wendell L. Willkie. Old friends of Mr. Willkie, his first employer, and others were heard on the special broadcast, 10-10:30 p.m.

AUGUST 17: Senator Rush D. Holt, Democrat of West Virginia, was heard in a broadcast opposing sending American destroyers to Great Britain, 10:15-10:30 p.m.

AUGUST 18: Ambassador William C. Bullitt, who had returned from France several weeks before, addressed a mass meeting in Independence Square, Philadelphia. His remarks, which were broadcast on Columbia's coast-to-coast Network, were on foreign affairs, 7-7:30 p.m.

AUGUST 20: Mrs. Lucille Foster McMillin, U. S. Civil Service Commissioner, spoke on "Women and the National Defense," 5:30-5:45 p.m.

AUGUST 20: Senator Burton K. Wheeler, Democrat of Montana, a leader in the Congressional fight against the conscription bill, attacked an address by Admiral William H. Standley in which the Admiral proposed that the United States turn over reconditioned destroyers to Great Britain, 10:15-10:30 p.m.

AUGUST 21: Harlee Branch, Chairman of the C. A. A. Board in Washington, and Robert H. Hinckley, assistant secretary of commerce, were both heard in a quarter-hour broadcast from Washington, 10:15-10:30 p.m.

AUGUST 22: William Allen White, nationally-famous editor and publisher of the Emporia Gazette, urged that the United States

sell reconditioned destroyers to Great Britain, 10:15-10:30 p.m.

AUGUST 23: General Hugh Johnson, nationally-syndicated columnist, who drafted the conscription bill in 1917 and who supervised its execution, spoke in favor of military conscription, 10-10:15 p.m.

AUGUST 24: Eight reporters roved through "blacked out" London to bring CBS audiences a picture of wartime "London After Dark." The broadcast included pick-ups from nine spots in the Greater London area and among the reporters to participate in it were Vincent Sheean, J. B. Priestley, Bob Bowman, Raymond Glendinning and Michael Standing, all of the British Broadcasting Corporation, and three CBS correspondents, Edward R. Murrow, Larry LeSeur, and Eric Sevareid, 6:30-7 p.m.

AUGUST 25: Francis Biddle, Solicitor General of the United States, told aliens "How to Comply with the Alien Registration Act of 1940," in a special broadcast from Chicago, 2:15-2:30 p.m.

AUGUST 27: Senator Charles L. McNary's acceptance speech as vice-presidential candidate of the Republican party was broadcast over the nation-wide Network of the Columbia Broadcasting System from Salem, Oregon, the candidate's home-town, 9-9:30 p.m.

AUGUST 29: Former Secretary of Agriculture Henry A. Wallace's address accepting the Democratic nomination for the Vice-Presidency was broadcast from the Drake Coliseum in Des Moines, Iowa, Mr. Wallace's home-city, 10:15-11 p.m.

SPECIAL EVENTS

AUGUST 4: Each Sunday evening in August CBS broadcast the open-air concerts from

the Grant Park Band Shell in Chicago. The concerts included performances by a number of orchestras, 10:30-11 p.m.

AUGUST 10: CBS broadcast a track-side account of the running of the American Derby at Arlington Park in Chicago, 6:15-6:30 p.m.

AUGUST 11: Ted Husing described the All-

American Soap Box Derby for Columbia listeners. The Derby is held annually near the Akron Airport in Akron, Ohio, 5:30-6 p.m.

AUGUST 19: Major General Henry H. Arnold, chief of the U. S. Army Air Corps, broadcast over CBS, as Network reporters covered the ceremonies dedicating the Wright Brothers Monument at Wright Field, Dayton, Ohio, 3:15-3:30 p.m.



THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder Building, Charlotte, North Carolina • 317 Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

CBS PROGRAM BOOK • OCTOBER, 1940

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.



ACOUSTIVANES, invented by CBS, achieve a new peak of accuracy in sound-reproduction. They are seen here in the new CBS Studio Building.



OCTOBER, 1940

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 13

WABC SPONSORED PROGRAMS: pp. 14 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

COLUMBIA NETWORK CLIENTS

AUTOMOTIVE

CHRYSLER CORPORATION:

Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:

Ford, Lincoln, Lincoln Zephyr,
Mercury Page 7

CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:

Lucky Strike Cigarettes, . . . Page 3

AXTON-FISHER TOBACCO COMPANY:

Twenty Grand Cigarettes . . . Page 13

BROWN & WILLIAMSON TOBACCO CORP.:

Raleigh Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:

Chesterfield Cigarettes,
Velvet Cigarette and Pipe Tobacco . . . Page 10

P. LORILLARD COMPANY:

Old Gold Cigarettes Page 14

PENN TOBACCO COMPANY:

Kentucky Club Pipe Tobacco . . . Page 10

PHILIP MORRIS & COMPANY, LTD.:

Philip Morris Cigarettes Page 11

R. J. REYNOLDS TOBACCO COMPANY:

Camel Cigarettes,
Prince Albert Tobacco Page 12

U. S. TOBACCO COMPANY:

Dill's Best, Model Tobacco . . . Page 13

CONFECTIONERY

DOUBLEMINT GUM:

Doublemint Gum Page 6

SPEARMINT GUM:

Spearmint Gum Page 12

DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:

Edna Wallace Hopper Cosmetics,
Louis Philippe, Kolynos Page 3

ANACIN COMPANY:

Anacin Page 3

BATHASWEET CORPORATION:

Bathasweet Products Page 13

BAYER COMPANY:

Bayer Aspirin Page 3

CAMPANA SALES COMPANY:

Campana Hand Cream,
Italian Balm, Dreskin, Coolies,
D.D.D., Old South Toiletries . . . Page 4

CHESEBROUGH MANUFACTURING COMPANY:

Vaseline Preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:

(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap,
Colgate Tooth Powder . . . Pages 5, 6

COLONIAL DAMES, INC.:

Cosmetics Page 13

GILLETTE SAFETY RAZOR COMPANY:

Gillette Shaving Cream,
Safety Razors and Blades . . . Page 3

LADY ESTHER LTD.:

Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish . . . Page 9

THE LAMBERT COMPANY:

Listerine Products,
Prophylactic Brushes Page 9

LEVER BROTHERS COMPANY:

(See also Foods; Laundry Soaps)
Lux Toilet Soap, Lifebuoy . . . Page 9

LOS ANGELES SOAP COMPANY:

White King Soap,
Sierra Pine Toilet Soap Page 14

MENNEN COMPANY:

Mennen Shave Products Page 10

THE PROCTER & GAMBLE COMPANY:

(See also Laundry Soaps; Foods)
Teel, Drene, Ivory, Camay . . . Pages 11, 12

FOODS & BEVERAGES

ALBERS BROS. MILLING COMPANY:	
Friskies Dog Food	Page 13
THE BEST FOODS, INC.:	
Nucoa, Margarine, Hellman's	
Mayonnaise	Page 3
BOWEY'S, INC.:	
Dari-Rich Products	Page 3
CALIFORNIA FRUIT GROWERS EXCHANGE:	
Sunkist Oranges, Lemons	Page 4
CAMPBELL SOUP COMPANY:	
Campbell's Soups,	
Beans, and Tomato Juice,	
Franco-American Macaroni	
and Spaghetti	Page 4
CONTINENTAL BAKING COMPANY, INC.:	
Wonder Bread	Page 6
FLORIDA CITRUS COMMISSION:	
Florida Citrus Fruit	Page 7
GENERAL FOODS CORPORATION:	
<i>(See also Laundry Soaps)</i>	
Grape Nuts, Post Toasties, Sanka,	
Minute Tapioca, Postum,	
Maxwell House Coffee,	
Post's 40% Bran Flakes,	
Post Toasties, Calumet,	
Swansdown	Pages 7, 8
GENERAL MILLS, INC.:	
Wheaties	Pages 8, 14
Gold Medal Flour	Page 13
H. P. HOOD & SONS, INC.:	
Hood's Milk and Ice Cream . . .	Page 13
IRONIZED YEAST, INC.	
Ironized Yeast	Page 9
LEVER BROTHERS COMPANY:	
<i>(See also Drugs; Laundry Soaps)</i>	
Spry	Page 10
THOMAS J. LIPTON, INC.:	
Lipton's Tea and Tea Bags . . .	Page 10
NEHI CORPORATION:	
Royal Crown Cola	Page 10
PETER PAUL, INC.	
Mounds	Page 14
PET MILK SALES CORPORATION:	
Pet Evaporated Milk	Page 10
PLANTERS NUT & CHOCOLATE COMPANY:	
Planters Salted Peanuts,	
Planters Peanut Oil	Page 14

FOODS & BEVERAGES

THE PROCTER & GAMBLE COMPANY:	
<i>(See also Toilet Goods; Laundry Soaps)</i>	
Crisco	Page 12
E. B. WASHBURN CANDY CORP.:	
Waleco Candy Bars	Page 13

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:	
<i>(See also Toilet Goods)</i>	
Concentrated Super Suds,	
Octagon Products	Page 5
THE CUDAHY PACKING COMPANY:	
Old Dutch Cleanser	Page 6
GENERAL FOODS CORPORATION:	
<i>(See also Foods)</i>	
La France, Satina	Page 8
LEVER BROTHERS COMPANY:	
<i>(See also Drugs; Foods)</i>	
Rinso	Page 9
THE PROCTER & GAMBLE COMPANY:	
<i>(See also Toilet Goods; Foods)</i>	
Ivory, Oxydol, Chipso	Page 12

LUBRICANTS

AMERICAN OIL COMPANY:	
Amoco-Gas, Orange American Gas	Page 3
GENERAL PETROLEUM CORPORATION:	
Mobilgas, Mobiloil	Page 14
GULF OIL CORPORATION:	
Motor Oil and Gas	Page 8
TEXAS COMPANY:	
Texaco Products	Page 12

MISCELLANEOUS

COMMERCIAL CREDIT COMPANY:	
Automobile Finance Service . .	Page 6
EVERSHARP, INC.:	
Eversharp Pens and Pencils . .	Page 7
INTERNATIONAL SILVER COMPANY:	
International Sterling and	
1847 Rogers Bros. Silverplate .	Page 8
LIBBEY-OWENS-FORD GLASS COMPANY:	
Flat Glass Products	Page 10
PRUDENTIAL INSURANCE COMPANY	
OF AMERICA:	
Insurance Services	Page 12

All time listed on the following pages is current New York time unless otherwise indicated.

AFFILIATED PRODUCTS, INC. <i>(400th Week on CBS)</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 42 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics Kolynos <i>Blackett-Sample-Hummert, Inc.</i>
AMERICAN OIL COMPANY <i>(115th Week on CBS)</i> The Human Side of the News by Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 45 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY <i>(231st Week on CBS)</i> Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Orrin Tucker's Orchestra, Bonnie Baker, Hit Paraders Chorus <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 102 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i>
ANACIN COMPANY <i>(182nd Week on CBS)</i> Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 43 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample-Hummert, Inc.</i>
BAYER COMPANY <i>(262nd Week on CBS)</i> Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i>
THE BEST FOODS, INC. <i>(56th Week on CBS)</i> We the Abbotts <i>Serial drama</i> (Beginning October 7)	Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 56 CBS stations ORIGINATES: WABC	Nucoa, Margarine, Hellman's Mayonnaise <i>Benton & Bowles, Inc.</i>
BOWEY'S, INC. <i>(71st Week on CBS)</i> News and Rhythm with Dale Evans, vocalist, and Dave Bacal, instrumentalist <i>Talk and music</i>	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:35-3:00 p.m. 29 CBS stations ORIGINATES: WRRM	Dari-Rich Products <i>Sorensen & Company</i>

BROWN & WILLIAMSON TOBACCO CORPORATION

106th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Fri.
6:30-6:45 p.m.
Rebroadcast
1:00-1:15 a.m.
57 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

*Batten, Barton, Durstine
& Osborn, Inc.*

CALIFORNIA FRUIT GROWERS EXCHANGE

74th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
30 CBS stations
ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons
Lord & Thomas

CAMPANA SALES COMPANY

129th Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne

Drama

Tuesday
8:30-8:55 p.m.
53 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries

*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

304th Week on CBS)

Campbell's Short Short Story
Short story dramatizations

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
53 CBS stations
ORIGINATES: WABC

Campbell's Tomato Juice

*Ward Wheelock
Company*

Amos 'n' Andy
Serial comedy-drama

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
60 CBS stations
ORIGINATES: KNX

Campbell's Soups
*Ward Wheelock
Company*

Martha Webster
with Bess Flynn
Dramatic serial

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
57 CBS stations
ORIGINATES: WABC

Fletcher Wiley
Talks

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

Lanny Ross
Songs

Mon. thru Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
57 CBS stations
ORIGINATES: WABC

Franco-American
Macaroni and Spaghetti
Ruthrauff & Ryan, Inc.

CHIESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(100th Week on CBS)</i> Dr. Christian with Jean Hersholt <i>Drama</i>	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 64 CBS stations ORIGINATES: KNX	Vaseline Preparations <i>McCann-Erickson, Inc.</i>
CHRYSLER CORPORATION <i>(239th Week on CBS)</i> Major Bowes' Original Amateur Hour <i>Amateurs, with Major Bowes as Master of Ceremonies</i>	Thursday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i>
COLGATE-PALMOLIVE-PEET COMPANY <i>(247th Week on CBS)</i> Colgate Ask-It-Basket with Ed East <i>Variety-quiz program</i> Strange As It Seems <i>Dramatizations of unusual facts</i> Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i> Hilltop House starring Bess Johnson <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 64 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 57 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:45-11:00 a.m. 40 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 81 CBS stations ORIGINATES: WABC Mon. thru Fri. 1:30-1:45 p.m. 78 CBS stations ORIGINATES: WABC	Colgate Dental Cream <i>Benton & Bowles, Inc.</i> Palmolive Shave Cream Palmolive Brushless Shave Cream <i>Benton & Bowles, Inc.</i> Octagon Products <i>Benton & Bowles, Inc.</i> Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i> Palmolive Soap <i>Benton & Bowles, Inc.</i>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

Wayne King's Orchestra

with Buddy Clark

Music

Stepmother

Serial drama

Saturday

8:30-8:55 p.m.

66 CBS stations

29 CBC stations

ORIGINATES: WBBM

Cashmere Bouquet Products
Halo

*Sherman & Marquette,
Inc.*

Mon. thru Fri.

10:30-10:45 a.m.

Rebroadcast

4:45-5:00 p.m.

38 CBS stations

ORIGINATES: WBBM

Colgate Tooth Powder

*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY

28th Week on CBS)

Bob Trout

News

Mon., Wed., Fri.

6:00-6:05 p.m.

Rebroadcasts

11:00-11:05 p.m.

11:55-12 mid.

Saturday

10:30-10:35 p.m.

64 CBS stations

ORIGINATES: WABC

Automobile Finance
Service

*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.

300th Week on CBS)

Marriage Club

with Haven MacQuarrie

Quiz

Saturday

8:00-8:30 p.m.

Rebroadcast

11:00-11:30 p.m.

47 CBS stations

ORIGINATES: WABC

Wonder Bread

Benton & Bowles, Inc.

THE CUDAHY PACKING COMPANY

(301st Week on CBS)

Bachelor's Children

Serial drama

Mon. thru Fri.

9:45-10:00 a.m.

18 CBS stations

ORIGINATES: WBBM

Old Dutch Cleanser

*Blackett-Sample-
Hummert, Inc.*

DOUBLEMINT GUM

(433rd Week on CBS)

Melody Ranch

with Gene Autry

Western dramatic series

Sunday

6:30-7:00 p.m.

68 CBS stations

ORIGINATES: KNX

Doublemint Gum

*J. Walter Thompson
Company*

EVERSHARP, INC. <i>(53rd Week on CBS)</i> Take It or Leave It with Bob Hawk, MC, Ray Bloch's Orchestra, David Ross <i>Quiz</i>	Sunday 10:00-10:30 p.m. 56 CBS stations ORIGINATES: ON TOUR	Eversharp Pens and Pencils <i>The Biow Company</i>
FLORIDA CITRUS COMMISSION <i>(32nd Week on CBS)</i> Mary Margaret McBride <i>Talks</i> (Beginning October 7)	Mon. thru Fri. 3:00-3:15 p.m. 39 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
FORD MOTOR COMPANY <i>(338th Week on CBS)</i> Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 56 CBS stations ORIGINATES: WJR	Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i>
GENERAL FOODS CORPORATION <i>(280th Week on CBS)</i> We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i> Kate Smith Hour with Kate Smith, Ted Collins, Willie Howard, Jack Miller and his orchestra, Ted Straeter and his chorus, Andre Baruch <i>Music, comedy, and drama</i> Kate Smith Speaks; News <i>Talks and news</i> My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 84 CBS stations ORIGINATES: WABC Mon. thru Fri. 12:00-12:15 p.m. 68 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:45-3:00 p.m. 79 CBS stations ORIGINATES: WABC	Sanka <i>Young & Rubicam, Inc.</i> Grape Nuts <i>Young & Rubicam, Inc.</i> Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> Diamond Crystal Salt <i>Benton & Bowles, Inc.</i> Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i>

GENERAL FOODS CORPORATION*(Continued)***Joyce Jordan, Girl Interne***Serial drama*

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
52 CBS stations
ORIGINATES: WABC

Young Dr. Malone*Serial drama*

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
71 CBS stations
ORIGINATES: WABC

Kate Hopkins*Serial drama**(Beginning October 7)*

Mon. thru Fri.
4:45-5:00 p.m.
Rebroadcast
3:30-3:45 p.m.
43 CBS stations
ORIGINATES: WARC

Portia Faces Life*Serial drama**(Beginning October 7)*

Mon. thru Fri.
4:00-4:15 p.m.
83 CBS stations
ORIGINATES: WABC

La France

Satina

Minute Tapioca

Young & Rubicam, Inc.

Post's 40% Bran Flakes

Benton & Bowles, Inc.

Maxwell House Coffee

Benton & Bowles, Inc.

Post Toasties

*Benton & Bowles, Inc.***GENERAL MILLS, INC.***512th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
11:45 a.m. 12:00 noon
24 CBS stations
ORIGINATES: WARC

Wheaties

*Knox Reeves
Advertising, Inc.***GILLETTE SAFETY RAZOR COMPANY***72nd Week on CBS)***Elmer Davis***News*

Tues., Fri.
8:55-9:00 p.m.
49 CBS stations
ORIGINATES: WABC

Gillette Shaving Cream,
Safety Razors and Blades
Maxon, Inc.

GULF OIL CORPORATION*347th Week on CBS)***Gulf Screen Guild Theatre**

with Roger Pryor, m.c.,
screen stars as guests,
and Oscar Bradley's Orchestra,
John Heistand, announcer
Variety and drama

Sunday
7:30-8:00 p.m.
75 CBS stations
ORIGINATES: WABC

Motor Oil and Gas

*Young & Rubicam, Inc.***INTERNATIONAL SILVER COMPANY***134th Week on CBS)***Silver Theatre**

Conrad Nagel, Narrator-director,
and guest stage and screen stars
Drama

Sunday
6:00-6:30 p.m.
55 CBS stations
ORIGINATES: KNX

International Sterling and
1847 Rogers Bros.
Silverplate

Young & Rubicam, Inc.

IRONIZED YEAST CO., INC. <i>(54th Week on CBS)</i> Court of Missing Heirs <i>Drama</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> <i>11:30-12:00 mid.</i> 74 CBS stations ORIGINATES: WABC	Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i>
LADY ESTHER, LTD. <i>(356th Week on CBS)</i> Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: ON TOUR	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i>
THE LAMBERT COMPANY <i>(171st Week on CBS)</i> Grand Central Station <i>Dramatic programs</i> <i>(This series ends October 18)</i>	Friday 9:30-10:00 p.m. 56 CBS stations ORIGINATES: WABC	Listerine Products Prophylactic Brushes <i>Lambert & Feasley, Inc.</i>
LEVER BROTHERS COMPANY <i>(270th Week on CBS)</i> Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> Uncle Jim's Question Bee <i>Quiz</i> <i>(This series ends October 2)</i> Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i> <i>(Beginning October 9)</i> Meet Mister Meek <i>Drama</i> Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i>	Monday 9:00-10:00 p.m. 65 CBS stations 29 CBC stations ORIGINATES: KNX Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> <i>9:30-10:00 p.m.</i> 73 CBS stations 30 CBC stations ORIGINATES: WABC Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> <i>10:30-11:00 p.m.</i> 63 CBS stations ORIGINATES: WABC Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> <i>2:00-2:15 p.m.</i> 73 CBS stations 31 CBC stations ORIGINATES: WABC	Lux Toilet Soap <i>J. Walter Thompson Company</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Lifebuoy <i>William Esty & Company, Inc.</i> Rinso <i>Ruthrauff & Ryan, Inc.</i>

LEVER BROTHERS COMPANY*Continued***Aunt Jenny's Real Life Stories***Dramatic sketches*

Mon. thru Fri.
11:45-12 noon
Rebroadcast
2:15-2:30 p.m.
66 CBS stations
ORIGINATES: WABC

Spry

*Ruthrauff & Ryan, Inc.***LIBBEY-OWENS-FORD GLASS COMPANY***2nd Week on CBS)***Design for Happiness**

with 65-piece Chicago Woman's
Symphony Orchestra, directed by
Isler Solomon, and guest soloists
Symphonic music

Sunday
5:00-5:30 p.m.
74 CBS stations
ORIGINATES: WBBM

Flat glass products

*United States Advertising Corporation***JIGGETT & MYERS TOBACCO COMPANY***104th Week on CBS)***Glenn Miller and His Orchestra**

with Marion Hutton, Ray Eberle
Popular music

Professor Quiz

with Bob Trout
Questions and answers

Tues., Wed., Thurs.
10:00-10:15 p.m.
96 CBS stations
ORIGINATES: ON TOUR

Chesterfield Cigarettes

*Newell-Emmett Co., Inc.***THOMAS J. LIPTON, INC.***2nd Week on CBS)***Helen Hayes Theater**

starring Helen Hayes, with Mark
Warnow's Orchestra, and Harry
von Zell
Drama

Sunday
8:00-8:30 p.m.
Rebroadcast
10:30-11:00 p.m.
65 CBS stations
ORIGINATES: WABC

Lipton's Tea and
Tea Bags*Young & Rubicam, Inc.***MENNEN COMPANY***77th Week on CBS)***Colonel Stoopnagle's
Quixie-Doodles***Comedy and quiz*

Sunday
5:30-6:00 p.m.
45 CBS stations
ORIGINATES: WABC

Mennen Shave Products

*H. M. Kiesewetter
Advertising Agency, Inc.***SEIH CORPORATION***18th Week on CBS)***Believe It or Not**

with Robert Ripley
Dramatization of unusual facts

Friday
10:00-10:30 p.m.
91 CBS stations
ORIGINATES: WABC

Royal Crown Cola

*Batten, Barton, Durstine
& Osborn, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND SELLER
PENN TOBACCO COMPANY <i>(53rd Week on CBS)</i> Vox Pop Parks and Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC	Kentucky Club Pipe Tobacco <i>Ruthrauff & Ryan, Inc.</i>
PET MILK SALES CORPORATION <i>(359th Week on CBS)</i> Saturday Night Serenade Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus <i>Musical</i> Mary Lee Taylor home economist <i>Household advice</i>	Saturday 9:45-10:15 p.m. 55 CBS stations ORIGINATES: WABC Tues. and Thurs. 11:00-11:15 a.m. <i>Rebroadcast</i> 1:45-2:00 p.m. 66 CBS stations ORIGINATES: KMOX	Pet Evaporated Milk <i>Gardner Advertising Company</i> Pet Evaporated Milk <i>Gardner Advertising Company</i>
PHILIP MORRIS & COMPANY, LTD. <i>(217th Week on CBS)</i> Johnny Presents Johnny Green's Orchestra Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Ray Bloch's Swing 14 <i>Musical variety and dramatic interlude</i> The Crime Doctor <i>Dramatic programs</i>	Friday 9:00-9:30 p.m. <i>Rebroadcast</i> 11:30-12:00 p.m. 78 CBS stations ORIGINATES: WABC Sunday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:00-11:25 p.m. 69 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes <i>The Biow Company, Inc.</i>
THE PROCTER & GAMBLE CO. <i>(310th Week on CBS)</i> Those We Love with Nan Grey, Donald Woods, Richard Cromwell <i>Drama</i>	Monday 8:00-8:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 72 CBS stations ORIGINATES: KXN	Teel Drene <i>H. W. Kastor & Sons</i>

HE PROCTER & GAMBLE CO.

continued

The Goldbergs

Serial drama

Mon. thru Fri.
5:00-5:15 p.m.
Rebroadcast
11:30-11:45 a.m.
24 CBS stations
ORIGINATES: WABC

Oxydol

*Blackett-Sample-
Hummert, Inc.*

The O'Neills

Serial drama

(Beginning October 21)

Mon. thru Fri.
5:15-5:30 p.m.
17 CBS stations
ORIGINATES: WABC

Ivory Soap

*Compton Advertising,
Inc.*

Life Can Be Beautiful

Serial drama

Mon. thru Fri.
1:00-1:15 p.m.
34 CBS stations
ORIGINATES: WABC

Woman in White

Serial drama

Mon. thru Fri.
1:15-1:30 p.m.
32 CBS stations
ORIGINATES: WBBM

Camay

Pedlar & Ryan, Inc.

Right to Happiness

Serial drama

Mon. thru Fri.
1:30-1:45 p.m.
36 CBS stations
17 CBC stations
ORIGINATES: WBBM

Crisco

*Compton Advertising,
Inc.*

Road of Life

Serial drama

Mon. thru Fri.
1:45-2:00 p.m.
24 CBS stations
ORIGINATES: WBBM

Chipso

Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE COMPANY
OF AMERICA**

(71st Week on CBS)

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services

Benton & Bowles, Inc.

When a Girl Marries

Serial drama

**R. J. REYNOLDS TOBACCO
COMPANY**

(387th Week on CBS)

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
60 CBS stations
ORIGINATES: KNX

Camel Cigarettes
Prince Albert Smoking
Tobacco

*William Esty &
Company, Inc.*

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

Al Pearce and His Gang

with Blanche Stewart, Artie
Auerbach, Arthur Q. Bryan,
The Merry Macs, and Carl Hoff
and His Orchestra

Variety

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
84 CBS stations
ORIGINATES: KNX

**COLUMBIA
NEW ENGLAND
NETWORK**

**COLUMBIA
PACIFIC
NETWORK**

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENT
SPEARMINT GUM <i>(433rd Week on CBS)</i> Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 76 CBS stations ORIGINATES: WBBM	Spearmint Gum <i>Neisser Meyerhoff, Inc.</i>
TEXAS COMPANY <i>(175th Week on CBS)</i> Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra. "Mighty Allen Art Players" <i>Variety</i>	Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 85 CBS stations ORIGINATES: WABC	Texaco products <i>Buchanan & Co.</i>
U. S. TOBACCO COMPANY <i>(279th Week on CBS)</i> Pipe Smoking Time with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>
F. B. WASHBURN CANDY CORPORATION <i>(4th Week on CBS)</i> Crackpot College <i>Quiz</i>	Saturday 5:30-6:00 p.m. ORIGINATES: WEEI	Waleco Candy Bars <i>Bennett, Walther & Menadier, Inc.</i>
ALBERS BROS. MILLING COMPANY <i>(16th Week on CBS)</i> Adventures of Dr. Hunt <i>Mystery Dramas</i>	Sunday 4:30-4:45 p.m. PST ORIGINATES: KNX	Friskies Dog Food <i>Erwin. Wasey & Co.</i>
BATHASWEET CORPORATION <i>(52nd Week on CBS)</i> Bob Garred Reporting <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i>
COLONIAL DAMES, INC. <i>(43rd Week on CBS)</i> "Find the Woman" with Knox Manning	Friday 9:55-10:00 p.m. PST ORIGINATES: KNX	Cosmetics <i>Glasser Advertising Agency</i>

COLUMBIA
PACIFIC
NETWORK

Continued

GENERAL PETROLEUM CORP.

(2nd Week on CBS)

Pigskin Preview

with Sam Hayes

Wednesday

6:15-6:30 p.m. PST

ORIGINATES: KNX

Mobilgas, Mobiloil

Smith & Drum, Inc.

P. LORILLARD COMPANY

(227th Week on CBS)

Texas Rangers

with Martha Mears

Wed., Fri.

6:00-6:15 p.m. PST

ORIGINATES: KNX

Old Gold Cigarettes

Lennen & Mitchell, Inc.

LOS ANGELES SOAP COMPANY

(53rd Week on CBS)

Knox Manning

News

Mon. thru Fri.

12:45-1:00 p.m.

PST

ORIGINATES: KNX

White King Soap

Sierra Pine Soap

Raymond R. Morgan Co.

PETER PAUL, INC.

(12th Week on CBS)

Bob Garred Reporting

News

Mon., Wed., Fri.

5:45-5:55 p.m. PST

ORIGINATES: KNX

Mounds Candy

Ten Crown Gum

Brisacher, Davis
& StaffPLANTERS NUT AND
CHOCOLATE COMPANY

What's On Your Mind?

(Beginning October 3)

Thursday

7:15-7:45 p.m. PST

ORIGINATES: KNX

Planters Salted Peanuts

Planters Peanut Oil

Raymond R. Morgan Co.

AMERICAN CHICLE COMPANY

(5th Week on WABC)

Announcements

Mon. thru Sat.

8:00-8:01:30 a.m.

Chiclets

Badger, Browning &
Hersey, Inc.

BARBASOL COMPANY

(1st Week on WABC)

Sport News

with Mel Allen

Tues., Thurs., Sat.

6:00-6:05 p.m.

Barbasol Shaving Cream

Erwin, Wasey & Co., Inc.

BULOVA WATCH COMPANY

(579th Week on WABC)

Time Signals

Sun. thru Sat.

10 Times Daily

Bulova Watches

The Biow Company

WABC
SPONSORED
PROGRAMS

**WABC
SPONSORED
PROGRAMS**

Continued

CLIENT AND PROGRAM	TIME	PRODUCTS AND AGENT
FORD MOTOR COMPANY <i>(3rd Week on WABC)*</i> Rising Son with Larry Elliott <i>Announcements</i> (One week only)	Mon. thru Sat. 6:35-7:00 a.m.	Ford and Mercury Cars <i>McCann-Erickson, Inc.</i>
GENERAL BAKING COMPANY <i>(12th Week on WABC)</i> Ted Steele <i>Songs</i>	Mon. thru Sat. 8:15-8:20 a.m.	Bond Bread <i>Batten, Barton, Durst</i> <i>& Osborn, Inc.</i>
GORDON BAKING COMPANY <i>(49th Week on WABC)</i> Hollywood Dreams John Nesbitt's Passing Parade	Tues., Thurs. 11:00-11:15 a.m. Mon. thru Sat. 7:40-7:45 a.m.	Roman Meal Bread <i>Barton A. Stebbins</i> Silvercup Bread <i>Barton A. Stebbins</i>
GROVE LABORATORIES, INC. Odd Side of the News (Beginning October 8)	Tues., Thurs., Sat. 8:25-8:30 a.m.	Grove's Bromo Quinine <i>J. Walter Thompson</i> <i>Company</i>
KRUG BAKING COMPANY <i>(40th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Friday 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LUDEN'S, INC. News of the War with Elmer Davis, Major George Fielding Eliot, and Albert Warner (Beginning October 14)	Mon., Wed. 10:45-11:00 p.m.	Luden's Menthol Cough Drops <i>J. M. Mathes, Inc.</i>

**WABC
SPONSORED
PROGRAMS**

MANUFACTURERS' TRUST COMPANY
(3rd Week on WABC)

Tues., Thurs.
10:45-11:00 p.m.

Banking Services
McCann-Erickson, Inc.

News of the War
with Elmer Davis, Major George
Fielding Eliot, and Albert Warner

MELVILLE SHOE COMPANY
(97th Week on WABC)

Mon. thru Sat.
7:45-8:00 a.m.

Thom McAn Shoes
Neff-Rogow, Inc.

Early Morning News

**NEW YORK STATE BUREAU OF
MILK PUBLICITY**
(3rd Week on WABC)

Tuesday
8:45-9:00 a.m.

Milk Publicity
J. M. Mathes, Inc.

Woman's Page of the Air
with Adelaide Hawley

RAPINWAX PAPER COMPANY
(26th Week on WABC)

Thursday
8:45-9:00 a.m.

Rapinwax Paper
W. I. Tracy, Inc.

Woman's Page of the Air
with Adelaide Hawley
(This series ends October 3)

THE VIKING PRESS, INC.
(1st Week on WABC)

Mon. thru Sat.
6:35-7:00 a.m.

"The Draft and You"
Green-Brodie, Inc.

Rising Son
with Larry Elliott
Announcements
(One week only)

WHITE LABORATORIES, INC.
(3rd Week on WABC)

Mon., Wed., Fri.
8:20-8:25 a.m.

"Chooz"
*William Esty &
Company, Inc.*

Jack Berch
Variety

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 19
3. SPECIAL EVENTS	Page 19
4. SERIOUS MUSIC	Page 20
5. VARIETY	Page 22
6. DRAMATIC SERIES	Page 22
7. RELIGIOUS BROADCASTS	Page 23
8. EDUCATIONAL PROGRAMS	Page 24
9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: SEPTEMBER PROGRAMS	Page 29

**News Summaries, Analyses
and Broadcasts from Europe**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe. In addition to this daily schedule, CBS is prepared at any time to bring its audience immediate reports of significant unexpected events. The schedule is supplemented and sharpened by frequent addresses by public figures, historians, and political or military experts. The schedule:

News Broadcasts: Edward R. Murrow, Eric Sevareid from London; Edwin Hartrich from Paris; William L. Shirer, Joseph C. Harsch from Berlin; Cecil Brown from Rome; Larry Leseur from R.A.F. headquarters in Great Britain; Frank Stevens from Budapest; Spencer Williams from Bucharest; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:45-11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight, 1:55 a.m., MONDAY THRU FRIDAY: 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:00 a.m., 11:00 a.m., 3:55, 6:00 p.m., 12:00 midnight, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:30 midnight, 1:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

**PUBLIC
AFFAIRS**

Selective Service Program

10:15-10:20 p.m.

EACH TUESDAY AND THURSDAY

CBS cooperates with the Federal government in its task of registering more than sixteen million men for the draft with two broadcasts each week designed to explain problems of conscription. The series will continue until the mass-registration for the draft on October 16.

**Mobilization for
Human Needs**

10:30-11:00 p.m.

SUNDAY, OCTOBER 13

2:00-2:30 p.m.

SUNDAY, OCTOBER 20

The Mobilization for Human Needs drive this year is launched by two special broadcasts on successive Sundays. On the first, President Roosevelt once again inaugurates the drive, while on the second Wendell L. Willkie will speak in support of the community welfare service fund campaign. On each program, the Screen Actors Guild will present a variety show to be broadcast with the addresses. President Roosevelt has launched the mobilization each year since he first entered the White House.

Dr. Arnulfo Arias

10:20-10:30 p.m.

WEDNESDAY, OCTOBER 2

Dr. Arnulfo Arias, President-elect of Panama, repeats a portion of his inaugural address in English for a special CBS broadcast from Panama City.

Chester Davis

10:15-10:30 p.m.

WEDNESDAY, OCTOBER 9

Chester Davis, the man in charge of the National Defense Advisory Commission's agricultural activities, is heard in an address from WJSV, Columbia's station in Washington.

Leon Henderson

10:15-10:30 p.m.

WEDNESDAY, OCTOBER 30

Leon Henderson, whose work with the National Defense Advisory Commission deals with price stabilization and raw materials planning, speaks in the third of a new CBS series on national defense.

**SPECIAL
EVENTS**

Football Games

EACH SATURDAY

Each week Ted Husing picks a nationally important college football game and covers it, play by play, for CBS. His schedule takes shape as the 1940 gridiron campaign proceeds, and his itinerary takes him and his assistant, Jimmy Dolan, to all parts of the country for outstanding college games.

**New York Philharmonic-
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

BEGINNING OCTOBER 13

The New York Philharmonic-Symphony Orchestra starts its eleventh consecutive year of broadcasting as an exclusive CBS feature on October 13. John Barbiroli, brilliant young English conductor, remains permanent director of the orchestra, and Deems Taylor, CBS music consultant and noted composer, is again intermission commentator.

OCTOBER 13: *Beethoven*: "Egmont" Overture; *Elgar*: The Enigma Variations; *Sibelius*: Symphony No. 2.

OCTOBER 20: *Weber*: "Euryanthe" Overture; *Bizet*: Symphony in C-Major; *Beethoven*: Symphony No. 7.

OCTOBER 27: *Edgar Stillman Kelley*: Symphonic Poem, "The Pit and the Pendulum"; *Bach*: Concerto for two pianos and orchestra, No. 2, Vitya Vronsky and Victor Babin, soloists; *Tschaikowsky*: Symphony No. 5.

**Columbia Broadcasting
Symphony Orchestra**

3:00-4:30 p.m.

SUNDAY, OCTOBER 6

The Columbia Broadcasting Symphony Orchestra, under the direction of Howard Barlow, concludes its summer Sunday afternoon series on October 6. The program: *Gluck*: Overture to "Iphigenia in Aulis"; *Mendelssohn*: Reformation Symphony; *J. Strauss*: Champagner Polka; *Ravel*: Fairy Garden from "Mother Goose Suite"; *Deems Taylor*: Excerpts from "Through the Looking Glass" and Peter Ibbetsen (Finale).

Youth Orchestras

10:30-11:00 a.m.

EACH SUNDAY

National Youth Administration orchestras in principal American cities present this new Sunday morning program of symphonic music. Scheduled for October 6 is the 110-piece symphony orchestra of the National Youth Administration's Radio Workshop in New York, directed by Edwin McArthur. The Chicago, Cleveland and Philadelphia NYA orchestras follow on successive Sundays.

SERIOUS**MUSIC***Continued***Columbia Concert
Orchestra**

5:15-5:45 p.m.

EACH WEDNESDAY

10:20-10:45 p.m.

TUESDAY, OCTOBER 22

5:15-5:45 p.m.

7:30-8:00 p.m.

EACH THURSDAY

6:15-6:45 p.m.

EACH SATURDAY

The Columbia Concert Orchestra broadcasts several programs a week of classical and modern selections. The Orchestra is directed in its Wednesday and Saturday broadcasts by Howard Barlow, and in the Tuesday and Thursday periods by Victor Bay. The Tuesday program is the first of a series of late evening concerts to be presented on every other Tuesday evening.

Columbia Concert Hall

11:05 a.m.-12:00 noon

SATURDAY, OCTOBER 12 AND 19

Columbia Concert Hall features two special Brahms programs on October 12 and October 19. Featured on the first are Bernard Greenhouse, 'cellist, and Vera Brodsky, pianist, and on the second, Frederick Lechner, baritone. Miss Brodsky, and the Dorian String Quartet.

Vera Brodsky

2:00-2:45 p.m.

SATURDAY, OCTOBER 5

Vera Brodsky, internationally famous concert and radio pianist, concludes her cycle of broadcasts of the piano compositions of Brahms with the Sonata in F minor.

Dorian String Quartet

11:30 a.m.-12:00 noon

SATURDAY, OCTOBER 5

The Dorian String Quartet—Alexander Cores and Harry Friedman, violins, David Mankovitz, viola, and Bernard Greenhouse, cello—conclude their series of concerts of contemporary music. Vittario Rieti will be interviewed on the program.

Yella Pessl

VARIOUS HOURS

Yella Pessl, one of the musicians who saved the harpsichord from retirement as a museum piece, plays that instrument in five broadcasts a week over CBS.

Low Gently Sweet Rhythm

12:35-3:00 p.m.

EACH SUNDAY

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

"Singing Bee"

10:00-10:30 a.m.

EACH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.

Choose Up Sides

10:20-10:45 p.m.

EACH THURSDAY

Two teams of guest sports experts compete in a quiz about all kinds of games, players, and records. Caswell Adams, the New York Herald Tribune's boxing expert, and Arthur Mann captain the opposing teams, while Ted Husing poses the questions.

Back Where I Come From

10:30-10:45 p.m.

EACH MONDAY,
WEDNESDAY AND FRIDAY

Woody Guthrie, Burl Ives, and the Golden Gate Quartet are featured in this program of lesser-known American folk music, directed by Nicholas Ray. The series was first heard as one of the experimental "Forecast" programs.

"Honest Abe"

9:30-10:00 a.m.

EACH SATURDAY

This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Ray Middleton, prominent young American baritone. Sidney Harmon produces and directs the series; he is assisted by Betzy Tuthill.

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Columbia's leading staff directors are assigned to the plays, which are submitted by new young writers as well as by established scriptwriters. Douglas Coulter supervises production of the plays and selection of the scripts.

**DRAMATIC
SERIES**

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In October:

OCTOBER 6: *Morning*: Rev. Ze Barney T. Phillips, D.D., rector, Epiphany Episcopal Church; chaplain, U. S. Senate, Washington, D. C.

Afternoon: David O. McKay, president, Church of Jesus Christ of Latter-day Saints, Salt Lake City.

OCTOBER 13: *Morning*: Rev. Russell Henry Stafford, D.D., Old South Church, Boston (Congregational).

Afternoon: Rt. Rev. Monsignor Thomas J. McDonnell, national director, Society for Propagation of the Faith.

OCTOBER 20: *Morning*: Rev. M. E. Dodd, pastor, First Baptist Church, Shreveport, La.

Afternoon: Rabbi Solomon Goldman, Anshe Emet Synagogue, Chicago.

OCTOBER 27: *Morning*: Rev. Paul Austin Wolfe, D.D., pastor, Brick Presbyterian Church, New York City.

Afternoon: Rt. Rev. Monsignor Fulton J. Sheen, D.D., Ph.D., Professor of Philosophy, Catholic University of America, Washington.

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

OCTOBER 6: Rev. J. L. Tolbert, Tupelo, Miss.

OCTOBER 13: Rev. O. S. Bullock, pastor, First Baptist Church, Raleigh, N. C.

OCTOBER 20: Mr. Jesse O. Thomas, Southern Field Director, National Urban League, New York City.

OCTOBER 27: Dr. Edward Warner Brice, president, Clinton College, Rock Hill, S. C.

EDUCATIONAL PROGRAMS

American School of the Air

8:15-9:45 a.m.

(Eastern Time Zone)

2:30-2:55 p.m.

(Central Time Zone)

8:30-10:00 a.m.

(Mountain Time Zone)

2:00-2:30 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

STARTING OCTOBER 7

The American School of the Air, broadcast for the first time to the Latin American Republics, enters its twelfth year on October 7. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

OCTOBER 7: Wool.

OCTOBER 14: Lumber.

OCTOBER 21: Furs.

OCTOBER 28: Quinine.

TUESDAYS—*Wellsprings of Music*

OCTOBER 8: Games and Play Parties.

OCTOBER 15: Music for Fun.

OCTOBER 22: Square Dances.

OCTOBER 29: Symphonic Dances.

WEDNESDAYS—*New Horizons*

OCTOBER 9: America Starts.

OCTOBER 16: Ships on the Spanish Main.

OCTOBER 23: Blessings from the Deep.

OCTOBER 30: Passage to Cathay.

THURSDAYS—*Tales from Far and Near*

OCTOBER 10: All Over Town.

OCTOBER 17: Biography of a Grizzly.

OCTOBER 24: The Scarlet Fringe.

OCTOBER 31: The Smuggler's Sloop.

FRIDAYS—*This Living World*

OCTOBER 11: Pan-Americanism.

OCTOBER 18: Hemisphere Defense.

OCTOBER 25: Taxes and Services.

Adventures in Science

3:45-3:55 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

Of Men and Books

1:00-1:15 p.m.

EACH SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.

Exploring Space

3:45-3:55 p.m.

EACH FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

“Invitation to Learning” and “The People’s Platform” are presentations of the Department of Education, arranged with the counsel of Columbia’s Adult Education Board. Member of the Board, representative of the nation’s leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Invitation to Learning

4:30–5:00 p.m.

EACH SUNDAY

This new series invites listeners to read or re-read the world’s great books. On each program, outstanding scholars discuss famous books—emphasizing their living quality. Huntington Cairns, Allen Tate, and Mark Van Doren are the regular participants, and guests will occasionally discuss the books with them.

The People’s Platform

7:00–7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.

Columbia’s Lecture Hall

4:00–4:15 p.m.

3:45–3:55 AFTER OCTOBER 17

EACH MONDAY AND WEDNESDAY

Outstanding personalities on America’s lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

Columbia’s Country Journal

12:00–12:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia’s director of agricultural programs, presents a weekly roundup of farm news and interviews distinguished agricultural authorities and leaders.

EDUCATIONAL PROGRAMS

Highways to Health

1:15-1:30 p.m.

EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

Robert M. Hutchins

6:15-6:30 p.m.

TUESDAY, OCTOBER 8

President Hutchins of Chicago University speaks from Chicago in connection with the 50th anniversary of the University.

Dr. Frank Spencer

3:15-3:30 p.m.

WEDNESDAY, OCTOBER 9

Dr. Frank Spencer of Boulder, Colorado, speaks from the Cleveland meeting of the American Academy of Ophthalmology and Otolaryngology.

A Friend in Deed

3:30-3:45 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon. Each broadcast features a dramatization, as well as Mr. Maxwell's inspirational songs.

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' family—the Dalton Brothers (Kelly, Jack, and Pete); Nicholas Cosentino, tenor; Charles Magante, accordionist; Sam Herman, xylophonist, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

6:15-6:30 p.m.

EACH THURSDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

The Old Dirt-Dobber

10:30-11 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature, which is broadcast to CBS coast-to-coast network from Nashville.

PERSONALITIES

CHILDREN'S PROGRAMS

Let's Pretend

12:30-1:00 p.m.

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has already in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager. Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

Buddy Clark	Jack Leonard
David Elwyn	Michael Loring
Genevieve Rowe	

Golden Gate Quartet, Four Clubmen

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for October:

Gene Beecher	Joey Kearns
Bobby Day	Kay Kyser
Eddie Duchin	Guy Lombardo
Shep Fields	Jimmy Lunceford
Chuck Foster	Will McCune
Ray Herbeck	Paul Pendarvis
Everett Hoagland	Ramon Ramos
Al Kavelin	Claude Thornhill
Sammy Kaye	Sammy Watkins

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts

(In English)

10:15-10:25, 11:30-11:40 a.m.

1:30-1:45, 5:50-6:00 p.m.

MONDAY THRU FRIDAY

(In French, German, Italian, Polish)

12:00 noon-1 p.m., 5-5:50 p.m.

MONDAY THRU SUNDAY

(5:00-6:00 p.m., SAT. & SUN.)

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

SPECIAL CBS BROADCASTS TO EUROPE

Hollywood News

MONDAY, 2:45-3:00 p.m.

THURSDAY, 7:45-8:00 p.m.

MONDAY, 7:30-7:45 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish

10:00-10:05 p.m.

MONDAY THRU SUNDAY

6:45-7:00 p.m.

SUNDAY THRU FRIDAY

7:00-7:15 p.m., SAT. (WCBX)

12:30-12:45 p.m., 2:30-2:45 p.m.

5:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX). Monday through Friday by Adriano A. Rubio (WCAB).

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

Carmen Castelo's American Travelogues in Spanish

WEDNESDAY, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish

FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

Carmen Castelo's Broadway Column in Spanish

FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

SEPTEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of September programs which were arranged too late for inclusion in the last month's issue of **THE COLUMBIA PROGRAM BOOK**.

PUBLIC AFFAIRS

SEPTEMBER 4: Norman Thomas, Socialist Party candidate for the Presidency, discussed "How We Can Defeat Hitlerism" in a special CBS broadcast from Buffalo, 10:15-10:30 p.m.

SEPTEMBER 11: Senator Robert M. LaFollette, Jr., Progressive of Wisconsin, opposed extension of aid to Great Britain beyond the limitations of the "cash-and-carry" neutrality law in a specially scheduled CBS address. His talk, which originated in the studios of WBBM, Chicago, was made under the auspices of the America First Committee, 10:15-10:30 p.m.

SEPTEMBER 11: Winston Churchill, prime minister of Great Britain, was heard over CBS in an address from bomb-torn London, 1-1:15 p.m.

SEPTEMBER 12: Dr. Arthur H. Merritt and Dr. C. Willard Camalier, president and former president respectively of the American Dental Association, discussed the dentist's role in national defense from the Association's convention in Cleveland, 5:30-5:45 p.m.

SEPTEMBER 13: A coast-to-coast salute to General John J. Pershing, commander of the American Expeditionary Force in the World War, on the occasion of his 80th anniversary was broadcast over CBS. Raymond Kelly, then National Commander of the American Legion, paid tribute to General Pershing from Chicago, and the General replied from Washington, 5:30-5:45 p.m.

SEPTEMBER 14: Senator Charles O. Andrews, Democrat of Florida, was heard in a broadcast over Columbia's coast-to-coast Network from Washington, 10:15-10:30 p.m.

SEPTEMBER 16: Wendell L. Willkie's speech at Coffeyville, Kansas, called by the Republican candidate the "main opening" of his campaign, was heard throughout the nation over CBS. Mr. Willkie was introduced to the Coffeyville and radio audiences by Walter Johnson, one-time baseball star who is now a Republican candidate for Congress in Maryland, 6-6:30 p.m.

SEPTEMBER 16: General George C. Marshall, chief of staff of the U. S. Army, addressed 200,000 members of the National Guard over the nationwide Network of CBS. The Guardsmen, some of whom were mustered for one year of active training, were

assembled in armories in all parts of the country for induction into the Federal military services, 11:15-11:30 p.m.

SEPTEMBER 17: Dr. Thomas Mann, Nobel prize winner and refugee from Nazi Germany, explained why alien registration is important in the United States in an address over CBS. Dr. Mann, interviewed by William A. Carmichael, Federal supervisor of immigration and naturalization for Southern California, told the Network audience that the checkup of foreign-born residents in the United States serves as a safeguard against fifth column activities, 10:15-10:30 p.m.

SEPTEMBER 18: H. W. Prentis, Jr., president of the National Association of Manufacturers, and Major Benjamin H. Namm, executive committee director of the National Retail Dry Goods Association, met before a CBS microphone to discuss "Business Unity for National Defense," 10:15-10:30 p.m.

SEPTEMBER 19: Edward R. Stettinius, Jr., head of the National Defense Advisory Commission's Industrial Materials Division, spoke on the first of three progress reports from the Commission to the country. Talking from the studios of WJSV, CBS station in Washington, Mr. Stettinius outlined the commission's aims and accomplishments, 10:15-10:30 p.m.

SEPTEMBER 20: President Franklin D. Roosevelt spoke over CBS in connection with the bicentennial celebration of the University of Pennsylvania, at which the President received an honorary degree, 4-4:30 p.m.

SEPTEMBER 21: Maury Maverick, Mayor of San Antonio, Texas, presented the reasons why he has abandoned his former stand for isolationism in America. The address, en-

titled "An Isolationist's Change of Heart," originated in the studios of WABC, 10:35-10:45 p.m.

SEPTEMBER 21 THRU SEPTEMBER 26: CBS covered the 22nd convention of the American Legion in Boston with a diversified series of programs covering all phases of the veterans' activities. On September 21, Columbia listeners were taken "Behind the Scenes," as then National Commander Raymond J. Kelly and Glenwood J. Sherrard, Boston Convention Corporation president, discussed arrangements for the Convention with a CBS announcer (5:30-5:45 p.m.).

On the following day, Katherine F. Lenroot, chief of the Children's Bureau, U. S. Labor Department, and Ed Morgenstern, Legion child welfare committee chairman, spoke on the veterans' \$4,000,000 child aid campaign (2:15-2:30 p.m.). The first of two programs on September 23 brought Mrs. Corwith of the Legion Auxiliary to the microphone, while the second featured the winners of the Legion drum and bugle corps tournament (11:15-11:30 p.m.). On September 26, a "Hail and Farewell" broadcast included addresses by retiring Commander Kelly and by newly-elected Commander Milo Warner, 5:30-5:45 p.m.

SEPTEMBER 24: CBS broadcast addresses by John C. Paige and William W. Warne from the National Reclamation Association Convention in Great Falls, Montana, 6:15-6:30 p.m.

SEPTEMBER 28: President Franklin D. Roosevelt was heard in an address at the cornerstone laying ceremonies for the Washington National Airport's Terminal Building. The President, discussing the general question of preparedness, promised the United States that it would be impregnable in the air, 3:30-3:45 p.m.

SPECIAL EVENTS

SEPTEMBER 10 THRU SEPTEMBER 14: Ted Husing brought CBS listeners vivid descriptions and summaries of the play in the National Amateur Golf Tourney, held this year at the Winged Foot Golf Club in Mamaroneck. Husing's reports started with summaries of qualify play (September 10, 5:30-5:45 p.m.) and of the first four rounds of match play (September 11, 5:30-5:45 p.m., and September 12, 5:15-5:30 p.m.). On September 13, he summarized the semi-final round of match play (5:00-5:15 p.m.) and on the morning of September 14, he summarized the morning round of finals (11:30-11:45 a.m.). Husing's series was climaxed by a play-by-play description of the afternoon round of finals, 2-4 p.m.

SEPTEMBER 15: Richard Llewellyn, author of the best selling novel, "How Green Was My Valley," spoke from London in a special Welsh Day broadcast over CBS. Llewellyn was granted leave from military duties for the broadcast, 2:45-3 p.m.

SEPTEMBER 15: Another CBS sports exclusive brought Columbia's audience an eye-

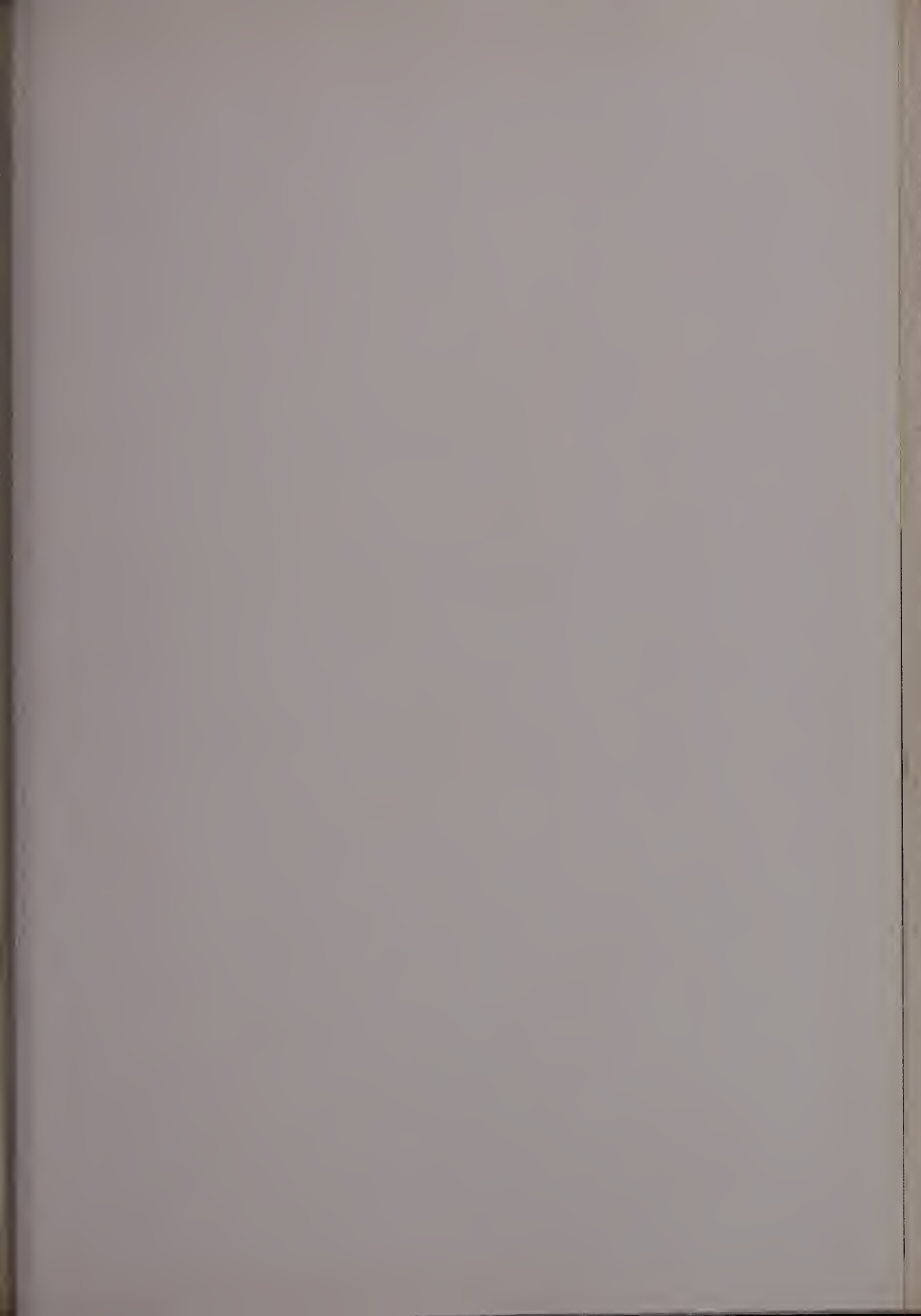
witness account of the 1940 national open polo championship finals from International Field, Meadow Brook Club, Westbury, Long Island. Ted Husing, assisted by Jimmy Dolan, presented the running account of the contest, 3:15-5:30 p.m.

SEPTEMBER 21: Ted Husing's full and exciting September sports schedule brought him to Aqueduct, where he described the running of the Beldame Handicap at the track's closing for the season, 4:30-4:45 p.m.

SEPTEMBER 23: Ted Husing and Jimmy Dolan covered the 48th running of the Lawrence Realization, highlight of the opening day of the Belmont track's fall meeting, 4:30-4:45 p.m.

SEPTEMBER 28: Columbia presented the first in its series of descriptions of major football games—Ted Husing's colorful play-by-play of the clash between Minnesota and Washington, 3:45-6 p.m.

SEPTEMBER 30: Carmel Snow, editor of Harper's Bazaar, discussed whether America can replace Paris as the world's style center in a review of new Fall fashions over CBS, 3:35-3:45 p.m.



THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building,
Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder
Building, Charlotte, North Carolina • 817 Earle Building, Washington • Columbia
Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

CBS PROGRAM BOOK • NOVEMBER 1940



INVITATION TO LEARNING — CBS' weekly half hour of discussion and talk about the world's greatest books (See Page 25)



NOVEMBER, 1940

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 13

WABC SPONSORED PROGRAMS: pp. 14 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:
Plymouth, Dodge, DeSoto.
Chrysler motor cars Page 5

FORD MOTOR COMPANY:
Ford, Lincoln, Lincoln Zephyr,
Mercury Page 7

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:
Lucky Strike Cigarettes Page 3

BROWN & WILLIAMSON TOBACCO CORP.:
Raleigh Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:
Chesterfield Cigarettes.
Velvet Cigarette and Pipe Tobacco Page 10

P. LORILLARD COMPANY:
Old Gold Cigarettes Page 14

PENN TOBACCO COMPANY:
Kentucky Club Pipe Tobacco . . Page 10

PHILIP MORRIS & COMPANY, LTD.:
Philip Morris Cigarettes Page 11

R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes.
Prince Albert Tobacco Page 12

U. S. TOBACCO COMPANY:
Dill's Best, Model Tobacco . . . Page 13

● CONFECTIONERY

DOUBLEMINT GUM:
Doublemint Gum Page 6

SPEARMINT GUM:
Spearmint Gum Page 12

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:
Edna Wallace Hopper Cosmetics,
Louis Philippe, Kolynos Page 3

ANACIN COMPANY:
Anacin Page 3

BATHASWEET CORPORATION:
Bathasweet Products Page 13

BAYER COMPANY:
Bayer Aspirin Page 3

CAMPANA SALES COMPANY:
Campana Hand Cream,
Italian Balm, Dreskin, Coolies,
D.D.D., Old South Toiletries . . Page 4

CHESEBROUGH MANUFACTURING COMPANY:
Vaseline Preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap,
Colgate Tooth Powder Pages 5, 6

COLONIAL DAMES, INC.:
Cosmetics Page 13

GILLETTE SAFETY RAZOR COMPANY:
Gillette Shaving Cream,
Safety Razors and Blades . . . Page 8

LADY ESTHER LTD.:
Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish . Page 9

LEVER BROTHERS COMPANY:
(See also Foods; Laundry Soaps)
Lux Toilet Soap, Lifebuoy . . . Page 9

LOS ANGELES SOAP COMPANY:
White King Soap,
Sierra Pine Toilet Soap Page 14

LUDEX, INC.:
Menthol Cough Drops Page 14

MENNEN COMPANY:
Mennen Shave Products . . . Pages 10, 14

THE PROCTER & GAMBLE COMPANY:
(See also Laundry Soaps; Foods)
Teel, Drene, Ivory, Camay . . . Pages 11, 12

FOODS & BEVERAGES

ALBERS BROS. MILLING COMPANY:	
Friskies Dog Food	Page 13
THE BEST FOODS, INC.:	
Nucoa, Margarine, Hellman's	
Mayonnaise	Page 3
BOWEY'S, INC.:	
Dari-Rich Products	Page 3
CALIFORNIA FRUIT GROWERS EXCHANGE:	
Sunkist Oranges, Lemons	Page 4
CAMPBELL SOUP COMPANY:	
Campbell's Soups,	
Beans, and Tomato Juice,	
Franco-American Macaroni	
and Spaghetti	Page 4
CONTINENTAL BAKING COMPANY, INC.:	
Wonder Bread	Page 6
FLORIDA CITRUS COMMISSION:	
Florida Citrus Fruit	Page 7
GENERAL FOODS CORPORATION:	
<i>(See also Laundry Soaps)</i>	
Grape Nuts, Post Toasties, Sanka,	
Minute Tapioca, Postum,	
Maxwell House Coffee,	
Post's 40% Bran Flakes,	
Post Toasties, Calumet,	
Swansdown	Pages 7, 8
GENERAL MILLS, INC.:	
Wheaties	Page 8
IRONIZED YEAST, INC.:	
Ironized Yeast	Page 9
LEVER BROTHERS COMPANY:	
<i>(See also Drugs; Laundry Soaps)</i>	
Spry	Page 9
THOMAS J. LIPTON, INC.:	
Lipton's Tea and Tea Bags	Page 10
NEHI CORPORATION:	
Royal Crown Cola	Page 10
PETER PAUL, INC.:	
Mounds	Page 14
PET MILK SALES CORPORATION:	
Pet Evaporated Milk	Page 11
PLANTERS NUT & CHOCOLATE COMPANY:	
Planters Salted Peanuts,	
Planters Peanut Oil	Page 14
THE PROCTER & GAMBLE COMPANY:	
<i>(See also Toilet Goods; Laundry Soaps)</i>	
Crisco	Page 12

E. B. WASHBURN CANDY CORP.:	
Waleco Candy Bars	Page 13

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:	
<i>(See also Toilet Goods)</i>	
Concentrated Super Suds,	
Octagon Products	Page 5
THE CUDAHY PACKING COMPANY:	
Old Dutch Cleanser	Page 6
GENERAL FOODS CORPORATION:	
<i>(See also Foods)</i>	
La France, Satina	Page 8
LEVER BROTHERS COMPANY:	
<i>(See also Drugs; Foods)</i>	
Rinso	Page 9
THE PROCTER & GAMBLE COMPANY:	
<i>(See also Toilet Goods; Foods)</i>	
Ivory, Oxydol, Chipso	Pages 11, 12

LUBRICANTS

AMERICAN OIL COMPANY:	
Amoco-Gas, Orange American Gas	Page 3
ATLANTIC REFINING COMPANY:	
Atlantic White Flash Gasoline,	
Atlantic Motor Oil	Page 13
GENERAL PETROLEUM CORPORATION:	
Mobilgas, Mobiloil	Page 13
GULF OIL CORPORATION:	
Motor Oil and Gas	Page 8
TEXAS COMPANY:	
Texaco Products	Page 13
TIDEWATER ASSOCIATED OIL COMPANY:	
Tidewater Products	Page 14

MISCELLANEOUS

COMMERCIAL CREDIT COMPANY:	
Automobile Finance Service . . .	Page 6
EVERSHARP, INC.:	
Eversharp Pens and Pencils . . .	Page 7
INTERNATIONAL SILVER COMPANY:	
International Sterling and	
1847 Rogers Bros. Silverplate . .	Page 8
LIBBEY-OWENS-FORD GLASS COMPANY:	
Flat Glass Products	Page 10
PRUDENTIAL INSURANCE COMPANY	
OF AMERICA:	
Insurance Services	Page 12

All time listed on the following pages is current New York time unless otherwise indicated.

AFFILIATED PRODUCTS, INC. (404th Week on CBS) The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 42 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics Kolynos <i>Blackett-Sample- Hummert, Inc.</i>
AMERICAN OIL COMPANY (119th Week on CBS) The Human Side of the News by Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 45 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY (235th Week on CBS) Your Hit Parade Mark Warnow's Orchestra. Barry Wood. Bea Wain. Hit Paraders Chorus <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 102 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i>
ANACIN COMPANY (186th Week on CBS) Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 43 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample- Hummert, Inc.</i>
BAYER COMPANY (266th Week on CBS) Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i>	Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample- Hummert, Inc.</i>
THE BEST FOODS, INC. (60th Week on CBS) We the Abbotts <i>Serial drama</i>	Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 57 CBS stations ORIGINATES: WABC	Nucoa, Margarine, Hellman's Mayonnaise <i>Benton & Bowles, Inc.</i>
BOWEY'S, INC. (75th Week on CBS) News and Rhythm with Dale Evans, vocalist. Todd Hunter, news commentator. Tommy Bartlett. Dari-Rich Orchestra	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:35-3:00 p.m. 31 CBS stations ORIGINATES: WBBM	Dari-Rich Products <i>Sorensen & Company</i>

BROWN & WILLIAMSON TOBACCO CORPORATION

(110th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Fri.
6:30-6:45 p.m.
Rebroadcast
1:00-1:15 a.m.
57 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

*Batten, Barton, Durstine
& Osborn, Inc.*

CALIFORNIA FRUIT GROWERS EXCHANGE

(78th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
30 CBS stations
ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

Lord & Thomas

CAMPANA SALES COMPANY

(133rd Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

Tuesday
8:30-8:55 p.m.
53 CBS stations
ORIGINATES: WBBM

**Campana Hand Cream,
Italian Balm, Dreskin,
Coolies, D.D.D., Old South
Toiletries**

*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

(308th Week on CBS)

Campbell's Short Short Story
Short story dramatizations

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
53 CBS stations
ORIGINATES: WABC

Campbell's Tomato Juice

*Ward Wheelock
Company*

Amos 'n' Andy
Serial comedy-drama

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
60 CBS stations
ORIGINATES: KNX

Campbell's Soups

*Ward Wheelock
Company*

Martha Webster
with Bess Flynn
Dramatic serial

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
57 CBS stations
ORIGINATES: WABC

Fletcher Wiley
Talks

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

Lanny Ross
Songs

Mon. thru Fri.
7:15-7:30 p.m.
Rebroadcast
11:15-11:30 p.m.
57 CBS stations
ORIGINATES: WABC

Franco-American

Macaroni and Spaghetti

Ruthrauff & Ryan, Inc.

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**

(104th Week on CBS)

Dr. Christian
with Jean Hersholt
Drama

Wednesday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
64 CBS stations
ORIGINATES: KNX

Vaseline Preparations
McCann-Erickson, Inc.

CHRYSLER CORPORATION

(243rd Week on CBS)

Major Bowes'
Original Amateur Hour
*Amateurs, with Major Bowes
as Master of Ceremonies*

Thursday
9:00-10:00 p.m.
83 CBS stations
ORIGINATES: WABC

Plymouth
Dodge
DeSoto
Chrysler
Ruthrauff & Ryan, Inc.

**COLGATE-PALMOLIVE-PEET
COMPANY**

(251st Week on CBS)

Colgate Ask-It-Basket
with Ed East
Variety-quiz program

Thursday
8:00-8:30 p.m.
Rebroadcast
11:30-12 mid.
64 CBS stations
ORIGINATES: WABC

Colgate Dental Cream
Benton & Bowles, Inc.

Strange As It Seems
Dramatizations of unusual facts

Thursday
8:30-8:55 p.m.
Rebroadcast
12:00-12:25 a.m.
57 CBS stations
ORIGINATES: WABC

Palmolive Shave Cream
Palmolive Brushless Shave
Benton & Bowles, Inc.

Woman of Courage
Serial drama

Mon. thru Fri.
10:45-11:00 a.m.
40 CBS stations
ORIGINATES: WABC

Octagon Products
Benton & Bowles, Inc.

Myrt and Marge
Serial drama

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
81 CBS stations
ORIGINATES: WABC

Concentrated Super Suds
Super Suds
Benton & Bowles, Inc.

Hilltop House
starring Bess Johnson
Serial drama

Mon. thru Fri.
4:30-4:45 p.m.
78 CBS stations
ORIGINATES: WABC

Palmolive Soap
Benton & Bowles, Inc.

**COLGATE-PALMOLIVE-PET
COMPANY**

continued

Wayne King's Orchestra
with Buddy Clark
Music

Stepmother
Serial drama

Saturday
8:30-8:55 p.m.
66 CBS stations
29 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Cashmere Bouquet Products
Halo
*Sherman & Marquette,
Inc.*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY
32nd Week on CBS)

Bob Trout
News

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcasts
11:00-11:05 p.m.
11:55-12 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.
304th Week on CBS)

Your Marriage Club
with Haven MacQuarrie
Quiz

Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: WABC

Wouder Bread
Benton & Bowles, Inc.

THE CUDAHY PACKING COMPANY
305th Week on CBS)

Bachelor's Children
Serial drama

Mon. thru Fri.
9:45-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser
*Blackett-Sample-
Hummert, Inc.*

DOUBLEMINT GUM
(437th Week on CBS)

Melody Ranch
with Gene Autry
Western dramatic series

Sunday
6:30-7:00 p.m.
68 CBS stations
ORIGINATES: KNX

Doublemint Gum
*J. Walter Thompson
Company*

EVERSHARP, INC. <i>(57th Week on CBS)</i> Take It or Leave It with Bob Hawk, MC, David Ross <i>Quiz</i>	Sunday 10:00-10:30 p.m. 56 CBS stations ORIGINATES: ON TOUR	Eversharp Pens and Pe <i>The Biow Company</i>
FLORIDA CITRUS COMMISSION <i>(36th Week on CBS)</i> Mary Margaret McBride <i>Talks</i>	Mon. thru Fri. 3:00-3:15 p.m. 39 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
FORD MOTOR COMPANY <i>(342nd Week on CBS)</i> Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 56 CBS stations ORIGINATES: WJR	Ford Lincoln Lincoln Zephyr Mercury <i>N. W. Ayer & Son, Inc.</i>
GENERAL FOODS CORPORATION <i>(284th Week on CBS)</i> We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i> Kate Smith Hour with Kate Smith, Nan Rae, Maude Davis, Ted Collins, Jack Miller and his orchestra, Ted Streater and his chorus, Andre Baruch <i>Music, comedy, and drama</i> Kate Smith Speaks; News <i>Talks and news</i> My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 84 CBS stations ORIGINATES: WABC Mon. thru Fri. 12:00-12:15 p.m. 68 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:45-3:00 p.m. 82 CBS stations ORIGINATES: WABC	Sanka <i>Young & Rubicam, Inc.</i> Grape Nuts <i>Young & Rubicam, Inc.</i> Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> Diamond Crystal Salt <i>Benton & Bowles, Inc.</i> Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i>

GENERAL FOODS CORPORATION*Continued***Joyce Jordan, Girl Interne***Serial drama*

Mon. thru Fri.
2:15-2:30 p.m.
Rebroadcast
6:30-6:45 p.m.
52 CBS stations
ORIGINATES: WABC

La France
Satina
Minute Tapioca
Young & Rubicam, Inc.

Young Dr. Malone*Serial drama*

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
71 CBS stations
ORIGINATES: WABC

Post's 40% Bran Flakes
Benton & Bowles, Inc.

Kate Hopkins*Serial drama*

Mon. thru Fri.
4:45-5:00 p.m.
Rebroadcast
3:30-3:45 p.m.
43 CBS stations
ORIGINATES: WABC

Maxwell House Coffee
Benton & Bowles, Inc.

Portia Faces Life*Serial drama*

Mon. thru Fri.
4:00-4:15 p.m.
83 CBS stations
ORIGINATES: WABC

Post Toasties
Benton & Bowles, Inc.

GENERAL MILLS, INC.*(516th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
11:45 a.m.-12:00 noon
24 CBS stations
ORIGINATES: WABC

Wheaties
Knox Reeves
Advertising, Inc.

GILLETTE SAFETY RAZOR COMPANY*(76th Week on CBS)***Elmer Davis***News*

Tues., Fri.
8:55-9:00 p.m.
49 CBS stations
ORIGINATES: WABC

Gillette Shaving Cream,
Safety Razors and Blades
Maxon, Inc.

GULF OIL CORPORATION*(351st Week on CBS)***Gulf Screen Guild Theatre**

with Roger Pryor, MC,
screen stars as guests,
and Oscar Bradley's Orchestra.
John Heistand, announcer
Variety and drama

Sunday
7:30-8:00 p.m.
75 CBS stations
ORIGINATES: WABC

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY*(138th Week on CBS)***Silver Theatre**

Conrad Nagel, Narrator-director,
and guest stage and screen stars
Drama

Sunday
6:00-6:30 p.m.
55 CBS stations
ORIGINATES: KXX

International Sterling and
1847 Rogers Bros.
Silverplate
Young & Rubicam, Inc.

IRONIZED YEAST CO., INC. <i>(58th Week on CBS)</i> Court of Missing Heirs <i>Drama</i>	Tuesday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12:00 mid. 74 CBS stations ORIGINATES: WABC	Ironized Yeast <i>Ruthrauff & Ryan, Inc.</i>
LADY ESTHER, LTD. <i>(360th Week on CBS)</i> Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 64 CBS stations ORIGINATES: ON TOUR	Face Powder, Face Cream Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i>
LEVER BROTHERS COMPANY <i>(274th Week on CBS)</i> Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> Big Town with Edward G. Robinson, Ona Munson. Leith Stevens' Orchestra <i>Drama</i> Meet Mister Meek <i>Drama</i> Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i> Aunt Jenny's Real Life Stories <i>Dramatic sketches</i>	Monday 9:00-10:00 p.m. 65 CBS stations 29 CBC stations ORIGINATES: KNX Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 73 CBS stations 30 CBC stations ORIGINATES: WABC Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 63 CBS stations ORIGINATES: WABC Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC Mon. thru Fri. 11:45-12:00 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 66 CBS stations ORIGINATES: WABC	Lux Toilet Soap <i>J. Walter Thompson Company</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Lifebuoy <i>William Esty & Company, Inc.</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Spry <i>Ruthrauff & Ryan, Inc.</i>

LIBBEY-OWENS-FORD GLASS COMPANY <i>(6th Week on CBS)</i> Design for Happiness with 65-piece Chicago Woman's Symphony Orchestra, directed by Izler Solomon, and guest soloists <i>Symphonic music</i>	Sunday 5:00-5:30 p.m. 74 CBS stations ORIGINATES: WBBM	Flat glass products <i>United States Advertising Corporation</i>
LIGGETT & MYERS TOBACCO COMPANY <i>(408th Week on CBS)</i> Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle <i>Popular music</i> Professor Quiz with Bob Trout <i>Questions and answers</i>	Tues., Wed., Thurs. 10:00-10:15 p.m. 96 CBS stations ORIGINATES: ON TOUR Tuesday 9:30-10:00 p.m. 68 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i> Velvet Pipe and Cigarette Tobacco <i>Newell-Emmett Co., Inc.</i>
THOMAS J. LIPTON, INC. <i>(6th Week on CBS)</i> Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra, and Harry von Zell <i>Drama</i>	Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 65 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags <i>Young & Rubicam, Inc.</i>
MENNEN COMPANY <i>(81st Week on CBS)</i> Colonel Stoopnagle's Quixie-Doodles <i>Comedy and quiz</i>	Sunday 5:30-6:00 p.m. 15 CBS stations ORIGINATES: WABC	Mennen Shave Products <i>H. M. Kiesewetter Advertising Agency, Inc.</i>
NEHI CORPORATION <i>(52nd Week on CBS)</i> Believe It or Not with Robert Ripley <i>Dramatization of unusual facts</i>	Friday 10:00-10:30 p.m. 91 CBS stations ORIGINATES: WABC	Royal Crown Cola <i>Batten, Barton, Durstine & Osborn, Inc.</i>
PENN TOBACCO COMPANY <i>(57th Week on CBS)</i> Vox Pop Parks and Wally <i>Interviews</i>	Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC	Kentucky Club Pipe Tobacco <i>Ruthrauff & Ryan, Inc.</i>

PET MILK SALES CORPORATION
(363rd Week on CBS)

Saturday Night Serenade

Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus

Musical

Mary Lee Taylor

home economist

Household advice

Saturday
9:45-10:15 p.m.
55 CBS stations
ORIGINATES: WABC

Pet Evaporated Milk
*Gardner Advertising
Company*

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
66 CBS stations
ORIGINATES: KMOX

PHILIP MORRIS & COMPANY, LTD.
(221st Week on CBS)

Johnny Presents

Ray Bloch's Orchestra
Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Swing 14 Chorus

Musical variety and dramatic interlude

The Crime Doctor

Dramatic programs

Friday
9:00-9:30 p.m.
Rebroadcast
11:30-12:00 p.m.
78 CBS stations
ORIGINATES: WABC

Philip Morris Cigarettes
The Biow Company, Inc.

Sunday
8:30-8:55 p.m.
Rebroadcast
11:00-11:25 p.m.
69 CBS stations
ORIGINATES: WABC

THE PROCTER & GAMBLE CO.
(314th Week on CBS)

Those We Love

with Nan Grey, Donald Woods, Richard Cromwell

Drama

The Goldbergs

Serial drama

The O'Neills

Serial drama

Monday
8:00-8:30 p.m.
Rebroadcast
12:00-12:30 a.m.
72 CBS stations
ORIGINATES: KNX

Mon. thru Fri.
5:00-5:15 p.m.
Rebroadcast
11:30-11:45 a.m.
24 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
5:15-5:30 p.m.
17 CBS stations
ORIGINATES: WABC

Teel
Drene
H. W. Kastor & Sons

Oxydol
*Blackett-Sample-
Hummert, Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

THE PROCTER & GAMBLE CO.*Continued***Life Can Be Beautiful***Serial drama***Woman in White***Serial drama***Right to Happiness***Serial drama***Road of Life***Serial drama*

Mon. thru Fri.

1:00-1:15 p.m.

34 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

1:15-1:30 p.m.

32 CBS stations

ORIGINATES: WBBM

Mon. thru Fri.

1:30-1:45 p.m.

36 CBS stations

17 CBC stations

ORIGINATES: WBBM

Mon. thru Fri.

1:45-2:00 p.m.

24 CBS stations

ORIGINATES: WBBM

Ivory Soap

*Compton Advertising,
Inc.*

Camay

Pedlar & Ryan, Inc.

Crisco

*Compton Advertising,
Inc.*

Chipso

*Pedlar & Ryan, Inc.***PRUDENTIAL INSURANCE COMPANY
OF AMERICA***(75th Week on CBS)***When a Girl Marries***Serial drama*

Mon. thru Fri.

12:15-12:30 p.m.

51 CBS stations

ORIGINATES: WABC

Insurance Services

*Benton & Bowles, Inc.***R. J. REYNOLDS TOBACCO
COMPANY***(391st Week on CBS)***Blondie**with Penny Singleton and
Arthur Lake*Domestic comedy***Al Pearce and His Gang**with Blanche Stewart, Artie
Auerbach, Arthur Q. Bryan,
Carl Hoff and His Orchestra,
and guests*Variety*

Monday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

60 CBS stations

ORIGINATES: KNX

Camel Cigarettes

Prince Albert Smoking
Tobacco*William Esty &
Company, Inc.*

Friday

7:30-8:00 p.m.

Rebroadcast

10:30-11:00 p.m.

84 CBS stations

ORIGINATES: KNX

Spearmint Gum

*Neisser Meyerhoff, Inc.***SPEARMINT GUM***(437th Week on CBS)***Scattergood Baines***Serial drama*

Mon. thru Fri.

5:45-6:00 p.m.

76 CBS stations

ORIGINATES: WBBM

**COLUMBIA
NEW ENGLAND
NETWORK**

TEXAS COMPANY <i>(179th Week on CBS)</i> Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players" <i>Variety</i>	Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00-1:00 a.m. 85 CBS stations ORIGINATES: WABC	Texaco Products <i>Buchanan & Co.</i>
U. S. TOBACCO COMPANY <i>(283rd Week on CBS)</i> Pipe Smoking Time with Tom Howard and George Shelton, Ray Bloch's Orchestra <i>Comedy and music</i>	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>

**COLUMBIA
PACIFIC
NETWORK**

ATLANTIC REFINING COMPANY <i>(125th Week on CBS)</i> Holy Cross Games <i>Play-by-play descriptions</i>	Saturday 1:45-5:30 p.m. ORIGINATES: WORC	Atlantic White Flash Gasoline and Atlantic Motor Oil <i>N. W. Ayer & Son, Inc.</i>
E. B. WASHBURN CANDY CORPORATION <i>(8th Week on CBS)</i> Crackpot College <i>Quiz</i>	Saturday 5:30-6:00 p.m. ORIGINATES: WEEI	Waleco Candy Bars <i>Bennett, Walther & Menadier, Inc.</i>
ALBERS BROS. MILLING COMPANY <i>(20th Week on CBS)</i> Adventures of Dr. Hunt <i>Mystery Dramas</i>	Sunday 4:30-4:45 p.m. PST ORIGINATES: KNX	Friskies Dog Food <i>Erwin Wasey & Co.</i>
BATHASWEET CORPORATION <i>(56th Week on CBS)</i> Bob Garred Reporting <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i>
COLONIAL DAMES, INC. <i>(47th Week on CBS)</i> "Find the Woman" with Knox Manning	Friday 9:55-10:00 p.m. PST ORIGINATES: KNX	Cosmetics <i>Glasser Advertising Agency</i>
GENERAL PETROLEUM CORP. <i>(6th Week on CBS)</i> Pigskin Preview with Sam Hayes	Wednesday 6:15-6:30 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i>

**COLUMBIA
PACIFIC
NETWORK**
Continued

P. LORILLARD COMPANY <i>(231st Week on CBS)</i> Texas Rangers with Martha Mears	Wed., Fri. 6:00-6:15 p.m. PST ORIGINATES: KNX	Old Gold Cigarettes <i>Lennen & Mitchell, Inc.</i>
LOS ANGELES SOAP COMPANY <i>(57th Week on CBS)</i> Knox Manning <i>News</i>	Mon. thru Fri. 12:15-1:00 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i>
LUDEN'S, INC. <i>(45th Week on CBS)</i> Elmer Davis <i>News</i>	Tues., Fri. 5:55-6:00 p.m. PST ORIGINATES: WABC	Menthol Cough Drops <i>J. M. Mathes, Inc.</i>
THE MENNEN COMPANY <i>(81st Week on CBS)</i> Bob Garred Reporting <i>News</i>	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream <i>H. M. Kiesewetter</i> <i>Advertising Agency</i>
PETER PAUL, INC. <i>(16th Week on CBS)</i> Bob Garred Reporting <i>News</i>	Mon., Wed., Fri. 5:45-5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum <i>Brisacher, Davis</i> <i>& Staff</i>
PLANTERS NUT AND CHOCOLATE COMPANY <i>(4th Week on CBS)</i> What's On Your Mind?	Thursday 7:15-7:45 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil <i>Raymond R. Morgan Co.</i>
TIDEWATER ASSOCIATED OIL COMPANY <i>(153rd Week on CBS)</i> Football Games <i>Play-by-play descriptions of important contests</i>	Saturday 1:45-4:30 p.m. PST ORIGINATES: VARIOUS COLLEGES	Tidewater Products <i>Lord & Thomas</i>
AMERICAN CHICLE COMPANY <i>(9th Week on WABC)</i> Announcements Saturday Afternoon News	Mon. thru Sat. 8:00-8:01:30 a.m. Saturday approximately 1:15-1:30 p.m.	Chiclets and Dentyne <i>Badger, Browning & Hersey, Inc.</i>

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**

Continued

BARBASOL COMPANY <i>(5th Week on WABC)</i> Sports News with Mel Allen	Tues., Thurs., Sat. 6:00-6:05 p.m.	Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i>
BULOVA WATCH COMPANY <i>(584th Week on WABC)</i> Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
CHILDS COMPANY <i>(2nd Week on WABC)</i> Morning Almanac with Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Childs Restaurants <i>Geyer, Cornell & Newell, Inc.</i>
GORDON BAKING COMPANY <i>(54th Week on WABC)</i> Hollywood Dreams John Nesbitt's Passing Parade	Tues., Thurs. 11:00-11:15 a.m. Mon. thru Sat. 8:15-8:20 a.m.	Roman Meal Bread <i>Barton A. Stebbins</i> Silvercup Bread <i>Barton A. Stebbins</i>
GROVE LABORATORIES, INC. <i>(5th Week on WABC)</i> Odd Side of the News	Tues., Thurs., Sat. 8:25-8:30 a.m.	Grove's Bromo Quinine <i>J. Walter Thompson Company</i>
KRUG BAKING COMPANY <i>(45th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Friday 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LUDEN'S, INC.* <i>(4th Week on WABC)</i> News of the War with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Mon., Wed. 10:45-11:00 p.m.	Luden's Menthol Cough Drops <i>J. M. Mathes, Inc.</i>

**WABC
SPONSORED
PROGRAMS**

MANUFACTURERS' TRUST COMPANY
(8th Week on WABC)

Tues., Thurs.
10:45-11:00 p.m.

Banking Services
McCann-Erickson, Inc.

News of the War
with Elmer Davis, Major George
Fielding Eliot, and Albert Warner

MARLIN FIREARMS COMPANY
(3rd Week on WABC)

Tues., Thurs., Fri.
6:35-7:00 a.m.

Marlin Razor Blades
Craven & Hedrick, Inc.

Rising Son
with Larry Elliott
Announcements

MELVILLE SHOE COMPANY
(102nd Week on WABC)

Mon. thru Sat.
7:45-8:00 a.m.

Thom McAn Shoes
Neff-Rogow, Inc.

Early Morning News

**NEW YORK STATE BUREAU OF
MILK PUBLICITY**
(7th Week on WABC)

Tuesday
8:45-9:00 a.m.

Milk Publicity
J. M. Mathes, Inc.

Woman's Page of the Air
with Adelaide Hawley

PETER PAUL COMPANY
(34th Week on WABC)

Mon., Wed., Fri.
6:30-6:35 a.m.

Mounds
Platt-Forbes, Inc.

Early Riser's News

VICK CHEMICAL COMPANY
(4th Week on WABC)

Mon., Wed., Fri.
6:35-7:00 a.m.

Vick's Menthol
Cough Drops
Morse International, Inc.

Rising Son
with Larry Elliott
Announcements

WHITE LABORATORIES, INC.
(8th Week on WABC)

Mon., Wed., Fri.
8:20-8:25 a.m.

"Chooz"
*William Esty &
Company, Inc.*

Jack Berch
Variety

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 19
3. SPECIAL EVENTS	Page 19
4. DRAMATIC SERIES	Page 20
5. SERIOUS MUSIC	Page 21
6. RELIGIOUS BROADCASTS	Page 23
7. EDUCATIONAL PROGRAMS	Page 24
8. VARIETY PROGRAMS	Page 26
9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: OCTOBER PROGRAMS	Page 29

Election Returns

SCHEDULED PERIODS

TUESDAY, NOVEMBER 5

CBS' board of political correspondents—Elmer Davis, Bob Trout, and Albert Warner—broadcast election returns as they come by telephone and press association tickers to CBS headquarters in New York. In the early evening, when returns are sparse, they broadcast during the regular news periods with an additional program each hour; but starting at 9 p.m. EST, when the results are fuller, they remain on the air until Franklin D. Roosevelt or Wendell Willkie is elected President of the United States. Elmo Roper, director of the Fortune survey, joins the CBS corps of more than 40 experts to analyze the returns in the light of the straw polls.

**News Summaries, Analyses
and Broadcasts from Europe**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe.

News Broadcasts: Edward R. Murrow, Eric Sevareid from London; Edwin Hartrich from Paris; William L. Shirer, Harry W. Flannery, Joseph C. Harsch from Berlin; Cecil Brown from Rome; Larry Leseur from R.A.F. headquarters in Great Britain; Frank Stevens from Budapest; Spencer Williams from Bucharest; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:45-11:00 p.m. MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight; 12:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:00 a.m., 11:00 a.m., 3:55, 6 p.m., 12:00 midnight, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

**PUBLIC
AFFAIRS**

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

Selective Service Program

10:15-10:20 p.m.

EACH TUESDAY AND THURSDAY

CBS cooperates with the Federal government with two broadcasts each week designed to explain problems of conscription.

Leon Henderson

2:00-2:15 p.m.

SUNDAY, NOVEMBER 3

Mr. Henderson discusses his work on the National Defense Advisory Commission—price stabilization and raw materials planning.

Rt. Rev. Hudson

2:15-2:30 p.m.

SUNDAY, NOVEMBER 3

Right Rev. Noel Baring Hudson, representative of England's Archbishop of Canterbury, is heard in a nationwide CBS talk.

Lieut. General Drum

10:20-10:45 p.m.

THURSDAY, NOVEMBER 14

Lieutenant General Hugh A. Drum speaks from the Lotos Club in New York City over a nation-wide Columbia Network.

Minister Saladrigas

10:15-10:30 p.m.

SATURDAY, NOVEMBER 16

Minister Carlos Saladrigas y Zayas of Cuba is heard on the nationwide CBS Network in an address originating from Havana.

**SPECIAL
EVENTS**

Football Games

2:00-5:00 p.m.

(approximately)

EACH SATURDAY

Each week Ted Husing picks a nationally important college football game and covers it, play by play, for CBS. His itinerary takes him and his assistant, Jimmy Dolan, to all parts of the country for big games. Scheduled so far for November:

NOVEMBER 2: Army-Notre Dame.

NOVEMBER 9, 16, AND 23: To Be Announced.

NOVEMBER 30: Army-Navy.

V. M. I. Founder's Day

10:30-10:45 p.m.

MONDAY, NOVEMBER 11

Armistice Day and Founder's Day of the Virginia Military Institute are observed by Chief of Staff of U. S. Army, General George C. Marshall, a V. M. I. alumnus, and other speakers.

**SPECIAL
EVENTS**

(Continued)

Red Cross Roll Call

1:30-2:30 p.m.

SUNDAY, NOVEMBER 10

Katharine Cornell, one of the foremost actresses of the American stage, makes her radio debut in the annual Red Cross Roll Call. Others slated to broadcast with Miss Cornell are Norman H. Davis, Red Cross national chairman, Leopold Stokowski conducting a symphony orchestra, Clifton Fadiman. Raymond Gram Swing. and Guthrie McClintic. Bob Trout presides at the microphone throughout the program.

Francis Henry Taylor

3:45-3:55 p.m.

TUESDAY, NOVEMBER 26

Francis Henry Taylor, newly-appointed Director of the Metropolitan Museum of Art, speaks in connection with the observation of National Art Week.

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Columbia's leading staff directors are assigned to the plays, which are submitted by new young writers as well as by established script-writers. Davidson Taylor supervises production of the plays and selection of the scripts.

NOVEMBER 3: Excerpts from the Constitution.

NOVEMBER 10: Music of Bela Bartok, played by the composer and his wife. Ditta Pasztory-Bartok, including the Sonata for Two Pianos and Percussion.

NOVEMBER 17: "I Get the Blues from Revues," an original musical satire by Al Rinker and Frank Lovejoy.

NOVEMBER 24: Scenes from "The Dynasts," by Thomas Hardy, adapted and directed by Brewster Morgan.

**DRAMATIC
SERIES**

"Honest Abe"

9:30-10:00 a.m.

EACH SATURDAY

This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Ray Middleton, prominent young American baritone. Sidney Harmon produces and directs the series; he is assisted by Betzy Tuthill.

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting exclusively on CBS. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, while Deems Taylor, CBS music consultant and noted composer, is again intermission commentator. In November:

NOVEMBER 3: *Toch*: "Pinocchio" Overture; *Rachmaninoff*: Concerto in C-minor, Opus 18, No. 2, EUGENE LIST, piano soloist: *Schubert*: Symphony in B-flat major, No. 5.

NOVEMBER 10: *Weinberger*: "Song of the High Seas" (first performance); *Elgar*: Concerto in E-minor, for Violoncello and Orchestra, Op. 85, GREGORY PIATIGORSKY, Violoncello: *Brahms*: Symphony in C-minor, No. 1, Op. 68.

NOVEMBER 17: *Brahms*: "Academic Festival" Overture; *Beethoven*: Concerto in G-major, for Piano and Orchestra, No. 4, Op. 58. ARTUR RUBINSTEIN, soloist; *Dvorak*: Symphony in E-minor, No. 5, Op. 95, "From the New World."

NOVEMBER 24: From Ann Arbor: *Handel*: Concerto Grosso in B-flat, No. 7, Op. 6; *Mendelssohn*: Symphony in A-major, Op. 90, "Italian"; *Sibelius*: Symphony No. 2 in D-major, Op. 43.

Youth Orchestras

10:30-11:00 a.m.

EACH SUNDAY

NYA orchestras in large American cities present this new Sunday morning series of symphonic music. The NYA Orchestra of New York City, conducted by Josef Stopak, will play selections by Tchaikowsky and Rimsky-Korsakov in the broadcast of November 3. The NYA Orchestra of Birmingham is scheduled for November 10.

**Philharmonic Young
People's Concert**

11:05-12:15 p.m.

SATURDAY, NOVEMBER 2

The Philharmonic-Symphony Orchestra of New York presents one concert a month especially for young people. The opening broadcast of the 1940-41 series is centered about the symphonic poem and includes compositions by Sibelius, MacDowell, Saint-Saëns, Dukas, and Schelling. Rudolf Ganz conducts.

**Cincinnati Conservatory
of Music**

11:05 a.m.-12:00 noon
EACH SATURDAY

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists. On November 9, Howard Colf is heard as violin soloist in a Beethoven concerto, while on November 16 Severin Eisenberger plays a piano solo, "Valse Caprice," by Schubert and Liszt.

**Columbia Concert
Orchestra**

8:00-8:30 p.m.
EACH SUNDAY
5:00-5:30 p.m.
EACH WEDNESDAY
5:15-5:45 p.m.
EACH THURSDAY
6:15-6:45 p.m.
EACH SATURDAY

The winter schedule set for the Columbia Concert Orchestra includes four half-hour broadcasts a week of symphonic music. The orchestra is directed in its Wednesday and Saturday broadcasts by Howard Barlow, and in its Sunday and Thursday broadcasts by Victor Bay.

Yella Pessl

VARIOUS HOURS

Yella Pessl, one of the musicians who saved the harpsichord from retirement as a museum piece, is heard in five broadcasts a week principally of seventeenth and eighteenth century compositions.

Genevieve Rowe

6:15-6:30 p.m.
EACH WEDNESDAY

Each Wednesday evening Genevieve Rowe, CBS soprano, is accompanied by the Columbia Concert Orchestra in a program of songs and operatic selections.

Clyde Barrie

9:15-9:30 a.m.
EACH SUNDAY

Clyde Barrie, distinguished Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In November:

NOVEMBER 3: *Morning*: Rev. Johan Carl Keyser Preus, D.D., Educational Director and Executive Secretary of Board of Education, Norwegian Lutheran Church, Minneapolis.

Afternoon: Thomas Coolidge Fowler, former First Reader, First Church of Christ, Scientist, Bronxville, N. Y.

NOVEMBER 10: *Morning*: Rt. Rev. Henry St. George Tucker, D.D., Bishop of Virginia, Presiding Bishop, Protestant Episcopal Church, New York City.

Afternoon: Rev. Paul Christopher Perrotta, O.P., Professor of Philosophy, Providence College, Rhode Island.

NOVEMBER 17: *Morning*: Bishop Paul B. Kern, D.D., Methodist Episcopal Church, Nashville.

Afternoon: Rabbi Leo Jung, Jewish Center, New York City.

NOVEMBER 24: *Morning*: Dr. Robbins Wolcott Barstow, D.D., LL.D., President of Hartford Seminary Foundation, Hartford, Connecticut (Congregational).

Afternoon: Rev. George J. Campbell, S.T.L., pastor, St. Mary Magdalene's Church, Portland, Oregon (Catholic).

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

NOVEMBER 3: F. D. White, dean of Livingstone College, Salisbury, North Carolina.

NOVEMBER 10: Harold Jackson, national vice-president of youth organization, A. M. E. Church, Lansing, Michigan.

NOVEMBER 17: Rev. Edgar A. Love, superintendent, Department of Negro Work, Board of Home Missions and Church Extension of the Methodist Church, New Orleans, Louisiana.

NOVEMBER 24: Father J. Alvin Mayo, St. Andrew's Episcopalian Church, Cleveland.

American School of the Air

9:15-9:45 a.m.

(Eastern Time Zone)

2:30-2:55 p.m.

(Central Time Zone)

9:30-10:00 a.m.

(Mountain Time Zone)

2:00-2:30 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

NOVEMBER 4: Oil.

NOVEMBER 18: Hemp and Sisal

NOVEMBER 25: Rubber.

TUESDAYS—*Wellsprings of Music*

NOVEMBER 12: Songs of Make-Believe.

NOVEMBER 19: Ballets and Fairy Tales.

NOVEMBER 26: Animal Songs.

WEDNESDAYS—*New Horizons*

NOVEMBER 6: Man-Made Islands of the Aztecs.

NOVEMBER 13: Incas Over the Andes.

NOVEMBER 20: Land Without Lakes or Rivers.

NOVEMBER 27: Gateway From the Wilderness.

THURSDAYS—*Tales from Far and Near*

NOVEMBER 7: Mr. Popper's Penguins.

NOVEMBER 14: All Sail Set.

NOVEMBER 28: Sad Faced Boy.

FRIDAYS—*This Living World*

NOVEMBER 1: Public Relief.

NOVEMBER 8: Unemployment.

NOVEMBER 15: Housing America.

NOVEMBER 29: Security.

Adventures in Science

3:45-3:55 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

Of Men and Books

1:00-1:15 p.m.

EACH SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.

Exploring Space

3:45-3:55 p.m.

EACH FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

**CBS ADULT
EDUCATION BOARD**

"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN ROHDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Invitation to Learning
4:30-5:00 p.m.
EACH SUNDAY

This new series invites listeners to read or re-read the world's great books. On each program, outstanding scholars discuss famous books—emphasizing their living quality. Huntington Cairns, Allen Tate, and Mark Van Doren are the regular participants, and guests will occasionally discuss the books with them.

The People's Platform
7:00-7:30 p.m.
EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.

Columbia's Lecture Hall
3:45-3:55 p.m.
EACH MONDAY AND WEDNESDAY

Outstanding personalities on America's lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

Columbia's Country Journal
12:00-12:30 p.m.
EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.

Highways to Health
1:15-1:30 p.m.
EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

Flow Gently Sweet Rhythm

2:35-3:00 p.m.

EACH SUNDAY

EXCEPT NOVEMBER 10

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

"Singing Bee"

10:00-10:30 a.m.

EACH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.

Back Where I Come From

10:30-10:45 p.m.

EACH MONDAY,

WEDNESDAY AND FRIDAY

Burl Ives and the Golden Gate Quartet are featured in this program of lesser-known American folk music, directed by Nicholas Ray. The series was first heard as one of the experimental "Forecast" programs.

A Friend in Deed

3:30-3:45 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

6:15-6:30 p.m.

EACH THURSDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

The Old Dirt-Dobber

10:30-11 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.

PERSONALITIES

CHILDREN'S PROGRAMS

Let's Pretend

12:30-1:00 p.m.

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has already in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

David Elwyn Jack Leonard
Genevieve Rowe

Golden Gate Quartet, Four Clubmen, Symphonettes

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for November:

Bobby Day	Kay Kyser
Eddie Duchin	Guy Lombardo
Shep Fields	Jimmy Lunceford
Chuck Foster	Will McCune
Ray Herbeck	Paul Pendarvis
Everett Hoagland	Ramon Ramos
Sammy Kaye	Claude Thornhill
Joey Kearns	Sammy Watkins

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts

(In English)

10:15-10:25, 11:30-11:40 a.m.

1:30-1:45, 5:45-6:00,

6:30-6:45 p.m.

MONDAY THRU FRIDAY

(In French, German, Italian,
Polish)

12:00 noon-1 p.m., 4:30-5:30 p.m.

MONDAY THRU SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

SPECIAL CBS BROADCASTS TO EUROPE

Hollywood News

MONDAY, 2:45-3:00 p.m.

THURSDAY, 7:45-8:00 p.m.

MONDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish

10:00-10:05 p.m.

MONDAY THRU SUNDAY

6:45-7:00 p.m.

SUNDAY THRU FRIDAY

7:00-7:15 p.m., SAT. (WCBX)

12:30-12:45 p.m., 2:30-2:45 p.m.

5:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

Carmen Castelo's American Travelogues in Spanish

FIRST WEDNESDAY OF EACH

MONTH, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish

FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

Carmen Castelo's Broadway Column in Spanish

FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

ADDENDA:

OCTOBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of October programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

OCTOBER 10: Colonel Fulgencio Batista, president-elect of Cuba, was heard over CBS in his inaugural address from the Presidential Palace in Havana, 3:15-3:30 p.m.

OCTOBER 10: William S. Knudsen, member of the Defense Advisory Commission, gave one in a series of talks on the "Progress of National Defense." 10:35-10:45 p.m.

OCTOBER 12: President Roosevelt's address on "Hemispheric Events" was broadcast on the coast-to-coast Network of the Columbia Broadcasting System. The President spoke before a battery of microphones installed in his railway car at Dayton, Ohio, where he paused on a tour of defense projects in Pennsylvania and Ohio. 9-9:45 p.m.

OCTOBER 12: A special CBS broadcast, including pickups from New York and Detroit, presented graphically the place of the American automobile in the national defense program, 10:15-10:45 p.m.

OCTOBER 13: Princess Elizabeth, 14-year-old heir to the British throne, was heard in a child-to-child message to her future subjects, 11:15-11:20 a.m.

OCTOBER 14: Admiral William D. Leahy, U. S. Navy, Retired, now Governor of Puerto Rico, and Assistant Secretary of the Navy Lewis Compton were heard in a fifteen-minute program from the studios of WJSV, Washington. 10:30-10:45 p.m.

OCTOBER 15: Gene Tinney, chairman of the National Foundation for American Youth, called on 9,000,000 American youth to exercise their "first votes" in the 1940 presidential election. Mr. Tunney presented F. Stephen McArthur, Jr., president of the Young Democrats, and Charles Whitman, Jr., young Republican worker, 6:15-6:30 p.m.

OCTOBER 15: Lt. Col. Lewis B. Hershey, acting director of Selective Service Act, spoke on the eve of the registration of 16,000,000 young Americans for national defense, 11:15-11:30 p.m.

OCTOBER 16: President Roosevelt was heard in an early-morning message to the millions of Americans about to register for conscription, 8-8:07 a.m.

OCTOBER 16: After registration for the draft was finished, Columbia reporters in four cities interviewed men-on-the-street on

their attitude to the conscription of the nation's manpower. The cross-country program included pickups from Washington, New York City, Chicago, and Hollywood, 10:15-10:30 p.m.

OCTOBER 19: Columbia broadcast a special, transoceanic broadcast from a London air raid shelter, 6:15-6:25 p.m.

OCTOBER 19: Charles Boyer, the French movie star, told why he believes alien registration is important to the safety of the United States. The film actor's talk, originating in Hollywood, was the second in a series of addresses on the importance of enrolling aliens, 10:15-10:30 p.m.

OCTOBER 23: Wendell L. Willkie, Republican candidate for President, presented his views on American defense in an address broadcast from the tenth annual New York Herald Tribune Forum on Current Problems, 10:31-11 p.m.

OCTOBER 24: President Roosevelt spoke from the White House to the Herald Tribune Forum assembled in New York City. The President's remarks were directly related to the theme of that day's Forum session, "Saving Democracy in the Western World," 4:45-5:15 p.m.

OCTOBER 24: Brigadier General Raymond E. Metcalfe of the U. S. Army Medical Corps revealed how the medical profession is adapting itself to the national defense program. Dr. Metcalfe's talk originated in Chicago during the evening session of the Clinical Congress of the American College of Surgeons, 10:45-11 p.m.

OCTOBER 26: General Robert E. Wood, chairman of the board of Sears Roebuck & Company, spoke on "Our Foreign Policy" under the auspices of the America First

Committee. He presented the Committee's stand, which is opposed to extension of aid to the Allies beyond the limitations of the strict cash-and-carry law, 10:15-10:30 p.m.

OCTOBER 27: CBS joined in the nation's celebration of Navy Day, 1940, with a special half-hour program, climaxed by a talk by Secretary of the Navy Frank Knox. The early part of the broadcast included an address by Admiral Harold R. Stark, Chief of Naval Operations, and interviews of a newly-enlisted man, a veteran sailor, and a Marine. Lieutenant Commander Arthur Godfrey, U. S. Naval Reserves and an announcer at WJSV, CBS station in Washington, acted as master of ceremonies, 2-2:30 p.m.

OCTOBER 29: CBS brought its listeners a word-picture of the ceremonies in Washington, as Secretary of War Henry L. Stimson drew the first number in the national draft lottery. Bob Trout, ace CBS reporter, described the scene as Secretary Stimson drew numbers from the same goldfish bowl used for the draft in the World War, 12-12:45 p.m.

SPECIAL EVENTS

OCTOBER 5: President Roosevelt was heard in a special address in connection with the dedication of Franklin Delano Roosevelt High School in East Park, N. Y., 2:45-3 p.m.

OCTOBER 6: Heralding approach of the most sacred holiday on the Hebrew calendar, CBS presented a special Yom Kippur program from its New York studios. Rabbi Israel Goldstein of Congregation B'nai Jeshurun, New York City, delivered the Yom Kippur address, 2:35-3 p.m.

OCTOBER 12: Dr. Robert L. Swain, winner of the 1940 Remington medal in pharmacy,

spoke to the Columbia Network audience on the relationship of "Advertising and the Consumer's Dollar," 2-2:10 p.m.

OCTOBER 12: CBS broadcast an impromptu round-table discussion of safety from Chicago, in connection with the National Safety Congress. Participants included a champion truck driver, a woman driver, a taxicab pilot, and a pedestrian, 2:15-2:30 p.m.

OCTOBER 10 AND 17: CBS broadcast two programs from the 53rd triennial session of the Protestant Episcopal Church in Kansas City. On October 10, the speaker was the Most Rev. Derwyn T. Owen, Primate of Canada; on October 17, the Right Rev. W. Appleton Lawrence, Bishop of Western Massachusetts, 5:15-5:30 p.m.

OCTOBER 12: Dr. Oscar Blackwelder, pastor of the Lutheran Church of the Reformation in Washington, analyzed "The Contribution of the Christian Faith to the Present Hour" in a special address over CBS. His talk originated at the 12th biennial conference of the United Lutheran Church of America in Omaha, 6:15-6:30 p.m.

OCTOBER 12: Leopold Stokowski, famed music conductor who recently returned from a South American tour with the All-American Youth Orchestra, spoke over CBS in connection with Founder's Day of the Young Men's Christian Association. Theme of this year's celebration of the anniversary of the birth of Sir George Williams, founder of the Y. M. C. A., was "Youth Rises in a Crisis," 6:30-6:45 p.m.

OCTOBER 19: Pope Pius XII was heard over CBS in a special message from Vatican City, 1:30-1:48 p.m.

OCTOBER 23: Dean George Schicks of Rutgers University College of Pharmacy discussed the profession's contributions to the health and progress of mankind in a Columbia Network broadcast, 5:35-5:45 p.m.

OCTOBER 30: The King of America's Cornhuskers came directly from the national contest grounds in Davenport, Iowa, to the studios of WOC, CBS station in that city, to describe how he outshucked his rivals, 5:30-5:45 p.m.

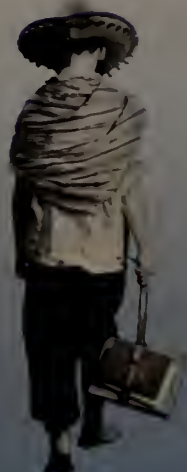


THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder Building, Charlotte, North Carolina • 817 Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 14 Langham Place, W. 1, London

CBS PROGRAM BOOK · DECEMBER, 1940

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.





DECEMBER, 1940

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 13

WABC SPONSORED PROGRAMS: pp. 14 to 16

CBS SUSTAINING PROGRAMS: pp. 17 to 28

Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

COLUMBIA NETWORK CLIENTS

● AUTOMOTIVE

CHRYSLER CORPORATION:

Plymouth, Dodge, DeSoto,
Chrysler motor cars Page 5

FORD MOTOR COMPANY:

Ford, Lincoln, Lincoln Zephyr,
Mercury Page 7

● CIGARETTES & TOBACCO

AMERICAN TOBACCO COMPANY:

Lucky Strike Cigarettes Page 3

BROWN & WILLIAMSON TOBACCO CORP.:

Raleigh Cigarettes Page 4

LIGGETT & MYERS TOBACCO COMPANY:

Chesterfield Cigarettes,
Velvet Cigarette and Pipe Tobacco Page 10

P. LORILLARD COMPANY:

Old Gold Cigarettes Page 13

PENN TOBACCO COMPANY:

Kentucky Club Pipe Tobacco . . . Page 10

PHILIP MORRIS & COMPANY, LTD.:

Philip Morris Cigarettes Page 11

R. J. REYNOLDS TOBACCO COMPANY:

Camel Cigarettes,
Prince Albert Tobacco Page 12

U. S. TOBACCO COMPANY:

Dill's Best, Model Tobacco Page 12

● CONFECTIONERY

DOUBLEMINT GUM:

Doublemint Gum Page 6

SPEARMINT GUM:

Spearmint Gum Page 12

● DRUGS & TOILET GOODS

AFFILIATED PRODUCTS, INC.:

Edna Wallace Hopper Cosmetics,
Louis Philippe, Kolynos Page 3

ANACIN COMPANY:

Anacin Page 3

BATHASWEET CORPORATION:

Bathasweet Products Page 13

BAYER COMPANY:

Bayer Aspirin Page 3

CAMPANA SALES COMPANY:

Campana Hand Cream,
Italian Balm, Dreskin, Coolies,
D.D.D., Old South Toiletries . . . Page 4

CHESEBROUGH MANUFACTURING COMPANY:

Vaseline Preparations Page 5

COLGATE-PALMOLIVE-PEET COMPANY:

(See also Laundry Soaps)
Colgate Dental Cream,
Palmolive Shave Cream,
Palmolive Brushless Shave,
Palmolive Soap,
Colgate Tooth Powder,
Cashmere Bouquet, Halo Pages 5, 6

COLONIAL DAMES, INC.:

Cosmetics Page 13

GILLETTE SAFETY RAZOR COMPANY:

Gillette Shaving Cream,
Safety Razors and Blades Page 8

LADY ESTHER LTD.:

Face Powder, Face Cream,
Rouge, Lipstick and Nail Polish . . Page 9

LEVER BROTHERS COMPANY:

(See also Foods; Laundry Soaps)
Lux Toilet Soap, Lifebuoy Page 9

LOS ANGELES SOAP COMPANY:

White King Soap,
Sierra Pine Toilet Soap Page 13

LUDEN'S, INC.:

Menthol Cough Drops Page 13

MENNEN COMPANY:

Mennen Shave Products Pages 10, 13

THE PROCTER & GAMBLE COMPANY:

(See also Laundry Soaps; Foods)
Teel, Drene, Ivory, Camay Page 11

SMITH BROTHERS:
Cough Drops Page 11

FOODS & BEVERAGES

ALBERS BROS. MILLING COMPANY:
Friskies Dog Food Page 13

THE BEST FOODS, INC.:
Nucoa, Margarine, Hellman's
Mayonnaise Page 3

BOWEY'S, INC.:
Dari-Rich Products Page 3

CALIFORNIA FRUIT GROWERS EXCHANGE:
Sunkist Oranges, Lemons Page 4

CAMPBELL SOUP COMPANY:
Campbell's Soups,
Beans, and Tomato Juice Page 4
Franco-American Macaroni
and Spaghetti Page 5

COCA-COLA COMPANY:
Coca-Cola Page 5

CONTINENTAL BAKING COMPANY, INC.:
Wonder Bread Page 6

FLORIDA CITRUS COMMISSION:
Florida Citrus Fruit Page 7

GENERAL FOODS CORPORATION:
(See also Laundry Soaps)
Grape Nuts, Post Toasties, Sanka.
Minute Tapioca, Postum.
Diamond Crystal Salt.
Maxwell House Coffee.
Post's 40% Bran Flakes.
Post Toasties, Calumet.
Swansdown Pages 7, 8
Postum Page 13

GENERAL MILLS, INC.:
Wheaties Page 8

IRONIZED YEAST, INC.:
Ironized Yeast Page 8

LEVER BROTHERS COMPANY:
(See also Drugs; Laundry Soaps)
Spry Page 9

THOMAS J. LIPTON, INC.:
Lipton's Tea and Tea Bags Page 10

PETER PAUL, INC.:
Mounds Page 14

PET MILK SALES CORPORATION:
Pet Evaporated Milk Page 10

PLANTERS NUT & CHOCOLATE COMPANY:
Planters Salted Peanuts,
Planters Peanut Oil Page 14

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Laundry Soaps)
Crisco Page 11

LAUNDRY SOAPS & ACCESSORIES

COLGATE-PALMOLIVE-PEET COMPANY:
(See also Toilet Goods)
Concentrated Super Suds,
Octagon Products Page 5

THE CUDAHY PACKING COMPANY:
Old Dutch Cleanser Page 6

GENERAL FOODS CORPORATION:
(See also Foods)
La France, Satina Page 7

LEVER BROTHERS COMPANY:
(See also Drugs; Foods)
Rinso Page 9

THE PROCTER & GAMBLE COMPANY:
(See also Toilet Goods; Foods)
Ivory, Oxydol, Chipso Page 11

LUBRICANTS

AMERICAN OIL COMPANY:
Amoco-Gas, Orange American Gas Page 3

GENERAL PETROLEUM CORPORATION:
Mobilgas, Mobiloil Page 13

GULF OIL CORPORATION:
Motor Oil and Gas Page 8

TEXAS COMPANY:
Texaco Products Page 12

MISCELLANEOUS

COMMERCIAL CREDIT COMPANY:
Automobile Finance Service Page 6

EVERSHARP, INC.:
Eversharp Pens and Pencils Page 7

INTERNATIONAL SILVER COMPANY:
International Sterling and
1847 Rogers Bros. Silverplate Page 8

LIBBEY-OWENS-FORD GLASS COMPANY:
Flat Glass Products Page 9

PRUDENTIAL INSURANCE COMPANY
OF AMERICA:
Insurance Services Page 12

All time listed on the following pages is current New York time unless otherwise indicated.

AFFILIATED PRODUCTS, INC. <i>(408th Week on CBS)</i> The Romance of Helen Trent <i>Serial drama</i>	Mon. thru Fri. 12:30-12:45 p.m. 42 CBS stations ORIGINATES: WBBM	Edna Wallace Hopper Cosmetics Kolynos <i>Blackett-Sample-Hummert, Inc.</i>
AMERICAN OIL COMPANY <i>(123rd Week on CBS)</i> The Human Side of the News by Edwin C. Hill <i>News</i>	Mon. thru Fri. 6:05-6:15 p.m. 45 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i>
AMERICAN TOBACCO COMPANY <i>(239th Week on CBS)</i> Your Hit Parade Mark Warnow's Orchestra, Barry Wood, Bea Wain, Hit Paraders Chorus <i>Popular music and vocalists</i>	Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 102 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes <i>Lord & Thomas</i>
ANACIN COMPANY <i>(190th Week on CBS)</i> Our Gal, Sunday <i>Serial drama</i>	Mon. thru Fri. 12:45-1:00 p.m. 43 CBS stations ORIGINATES: WABC	Anacin <i>Blackett-Sample-Hummert, Inc.</i>
BAYER COMPANY <i>(270th Week on CBS)</i> Second Husband with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC	Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i>
THE BEST FOODS, INC. <i>(64th Week on CBS)</i> We the Abbotts <i>Serial drama</i>	Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 57 CBS stations ORIGINATES: WABC	Nucoa, Margarine. Hellman's Mayonnaise <i>Benton & Bowles, Inc.</i>
BOWEY'S, INC. <i>(79th Week on CBS)</i> News and Rhythm with Dale Evans, vocalist, Todd Hunter, news commentator, Tommy Bartlett, Dari-Rich Orchestra	Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:35-3:00 p.m. 32 CBS stations ORIGINATES: WBBM	Dari-Rich Products <i>Sorensen & Company</i>

BROWN & WILLIAMSON TOBACCO CORPORATION

(114th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Fri.
6:30-6:45 p.m.
Rebroadcast
1:00-1:15 a.m.
57 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

*Batten, Barton, Durstine
& Osborn, Inc.*

CALIFORNIA FRUIT GROWERS EXCHANGE

(82nd Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
30 CBS stations
ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

Lord & Thomas

CAMPANA SALES COMPANY

(137th Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne
Drama

Tuesday
8:30-8:55 p.m.
53 CBS stations
ORIGINATES: WBBM

Campana Hand Cream,

Italian Balm, Dreskin,

Coolies, D.D.D., Old South
Toiletries

*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

(312th Week on CBS)

Campbell Playhouse
with guest stars

Friday
9:30-10:00 p.m.
63 CBS stations
ORIGINATES: WABC

Campbell's Soups

*Ward Wheelock
Company*

Campbell's Short Short Story
Short story dramatizations

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
53 CBS stations
ORIGINATES: WABC

Campbell's Tomato Juice

*Ward Wheelock
Company*

Amos 'n' Andy
Serial comedy-drama

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00-11:15 p.m.
60 CBS stations
ORIGINATES: KNX

Campbell's Soups

*Ward Wheelock
Company*

Martha Webster
with Bess Flynn
Dramatic serial

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
57 CBS stations
ORIGINATES: WABC

Fletcher Wiley
Talks

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

CAMPBELL SOUP COMPANY <i>Continued</i> Lanny Ross <i>Songs</i>	Mon. thru Fri. 7:15-7:30 p.m. <i>Rebroadcast</i> 11:15-11:30 p.m. 57 CBS stations ORIGINATES: WABC	Franco-American Macaroni and Spaghetti <i>Ruthrauff & Ryan, Inc.</i>
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED <i>(108th Week on CBS)</i> Dr. Christian with Jean Hersholt	Wednesday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:39-11:55 p.m. 64 CBS stations ORIGINATES: KNX	Vaseline Preparations <i>McCann-Erickson, Inc.</i>
CHRYSLER CORPORATION <i>(247th Week on CBS)</i> Major Bowes' Original Amateur Hour	Thursday 9:00-10:00 p.m. 83 CBS stations ORIGINATES: WABC	Plymouth Dodge DeSoto Chrysler <i>Ruthrauff & Ryan, Inc.</i>
COCA-COLA COMPANY <i>(67th Week on CBS)</i> Pause That Refreshes On the Air with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30-5:00 p.m. 95 CBS stations ORIGINATES: WABC	Coca-Cola <i>D'Arcy Advertising Company, Inc.</i>
COLGATE-PALMOLIVE-PEET COMPANY <i>(255th Week on CBS)</i> Colgate Ask-It-Basket with Ed East <i>Variety-quiz program</i> Strange As It Seems <i>Dramatizations of unusual facts</i> Woman of Courage <i>Serial drama</i> Myrt and Marge <i>Serial drama</i>	Thursday 8:00-8:30 p.m. <i>Rebroadcast</i> 11:30-12 mid. 64 CBS stations ORIGINATES: WABC Thursday 8:30-8:55 p.m. <i>Rebroadcast</i> 12:00-12:25 a.m. 57 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:45-11:00 a.m. 41 CBS stations ORIGINATES: WABC Mon. thru Fri. 10:15-10:30 a.m. <i>Rebroadcast</i> 4:15-4:30 p.m. 81 CBS stations ORIGINATES: WABC	Colgate Dental Cream <i>Benton & Bowles, Inc.</i> Palmolive Shave Cream Palmolive Brushless Shave <i>Benton & Bowles, Inc.</i> Octagon Products <i>Benton & Bowles, Inc.</i> Concentrated Super Suds Super Suds <i>Benton & Bowles, Inc.</i>

**COLGATE-PALMOLIVE-PEET
COMPANY**

Continued

Hilltop House

starring Bess Johnson

Serial drama

Wayne King's Orchestra

with Buddy Clark

Music

Stepmother

Serial drama

Mon. thru Fri.
4:30-4:45 p.m.
78 CBS stations
ORIGINATES: WABC

Palmolive Soap
Benton & Bowles, Inc.

Saturday
8:30-8:55 p.m.
66 CBS stations
29 CBC stations
ORIGINATES: WBBM

Cashmere Bouquet Products
Halo
*Sherman & Marquette,
Inc.*

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY
(36th Week on CBS)

Bob Trout

News

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcasts
11:00-11:05 p.m.
11:55-12 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

Automobile Finance
Service
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.
(308th Week on CBS)

Your Marriage Club

with Haven MacQuarrie

Quiz

Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: WABC

Wonder Bread
Benton & Bowles, Inc.

THE CUDAHY PACKING COMPANY
(309th Week on CBS)

Bachelor's Children

Serial drama

Mon. thru Fri.
9:45-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser
*Blackett-Sample-
Hummert, Inc.*

DOUBLEMINT GUM
(441st Week on CBS)

Melody Ranch

with Gene Autry

Western dramatic series

Sunday
6:30-7:00 p.m.
68 CBS stations
ORIGINATES: KNX

Doublemint Gum
*J. Walter Thompson
Company*

EVERSHARP, INC.
(61st Week on CBS)

Take It or Leave It

with Bob Hawk, MC, David Ross

Quiz

Sunday
10:00-10:30 p.m.
56 CBS stations
ORIGINATES: ON TOUR

Eversharp Pens and Pencils
The Biow Company

STATION AND PROGRAM	TIME	PRODUCT AND AGENCY
FLORIDA CITRUS COMMISSION <i>(40th Week on CBS)</i> Mary Margaret McBride <i>Talks</i>	Mon. thru Fri. 3:00-3:15 p.m. 39 CBS stations (Tues. and Thurs. 21 CBS stations) ORIGINATES: WABC	Florida Citrus Fruit <i>Arthur Kudner, Inc.</i>
FORD MOTOR COMPANY <i>(346th Week on CBS)</i> Sunday Evening Hour Ford Symphony Orchestra and Chorus, guest conductors, and soloists <i>With Talks by W. J. Cameron</i>	Sunday 9:00-10:00 p.m. 56 CBS stations ORIGINATES: WJR	Ford Lincoln Lincoln Zephyr Mercury <i>McCann-Erickson, Inc.</i>
GENERAL FOODS CORPORATION <i>(288th Week on CBS)</i> We, the People with Gabriel Heatter, Harry von Zell and guests <i>Real-life experiences</i> Kate Smith Hour with Kate Smith, Nan Rae, Maude Davis, Ted Collins, Jack Miller and his orchestra, Ted Streater and his chorus, Andre Baruch <i>Music, comedy, and drama</i> Kate Smith Speaks; News <i>Talks and news</i> My Son and I with Betty Garde and Kingsley Colton <i>Serial drama</i> Joyce Jordan, Girl Interne <i>Serial drama</i>	Tuesday 9:00-9:30 p.m. <i>Rebroadcast</i> 12:00-12:30 a.m. 81 CBS stations ORIGINATES: WABC Friday 8:00-8:55 p.m. <i>Rebroadcast</i> 12:00-12:55 a.m. 84 CBS stations ORIGINATES: WABC Mon. thru Fri. 12:00-12:15 p.m. 68 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:45-3:00 p.m. 82 CBS stations ORIGINATES: WABC Mon. thru Fri. 2:15-2:30 p.m. <i>Rebroadcast</i> 6:30-6:45 p.m. 52 CBS stations ORIGINATES: WABC	Sanka <i>Young & Rubicam, Inc.</i> Grape Nuts <i>Young & Rubicam, Inc.</i> Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> Diamond Crystal Salt <i>Benton & Bowles, Inc.</i> Calumet Baking Powder Swansdown Cake Flour <i>Young & Rubicam, Inc.</i> La France Satina Minute Tapioca <i>Young & Rubicam, Inc.</i>

GENERAL FOODS CORPORATION

Continued

Young Dr. Malone

Serial drama

Kate Hopkins

Serial drama

Portia Faces Life

Serial drama

Mon. thru Fri.
2:00-2:15 p.m.
Rebroadcast
6:00-6:15 p.m.
71 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
4:45-5:00 p.m.
Rebroadcast
3:30-3:45 p.m.
43 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
4:00-4:15 p.m.
83 CBS stations
ORIGINATES: WABC

Post's 40% Bran Flakes
Benton & Bowles, Inc.

Maxwell House Coffee
Benton & Bowles, Inc.

Post Toasties
Benton & Bowles, Inc.

GENERAL MILLS, INC.

(520th Week on CBS)

By Kathleen Norris

Dramatization of her novels

Mon. thru Fri.
10:00-10:15 a.m.
Rebroadcast
11:45 a.m.-12:00 noon
39 CBS stations
ORIGINATES: WABC

Wheaties
Knox Reeves
Advertising, Inc.

GILLETTE SAFETY RAZOR COMPANY

(80th Week on CBS)

Elmer Davis

News

Tues., Fri.
8:55-9:00 p.m.
57 CBS stations
ORIGINATES: WABC

Gillette Shaving Cream,
Safety Razors and Blades
Maxon, Inc.

GULF OIL CORPORATION

(355th Week on CBS)

Gulf Screen Guild Theatre

with Roger Pryor, MC, screen stars,
Oscar Bradley's Orchestra,
John Heistand

Sunday
7:30-8:00 p.m.
75 CBS stations
ORIGINATES: WABC

Motor Oil and Gas
Young & Rubicam, Inc.

INTERNATIONAL SILVER COMPANY

(142nd Week on CBS)

Silver Theatre

Conrad Nagel, Narrator-director,
and guest stage and screen stars

Sunday
6:00-6:30 p.m.
55 CBS stations
ORIGINATES: KNX

International Sterling and
1847 Rogers Bros.
Silverplate
Young & Rubicam, Inc.

IRONIZED YEAST CO., INC.

(62nd Week on CBS)

Court of Missing Heirs

Drama

Tuesday
8:00-8:30 p.m.
Rebroadcast
11:30-12:00 mid.
74 CBS stations
ORIGINATES: WABC

Ironized Yeast
Ruthrauff & Ryan, Inc.

LADY ESTHER, LTD. (364th Week on CBS) Guy Lombardo and His Orchestra <i>Popular music</i>	Monday 10:00-10:30 p.m. 63 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish <i>Pedlar & Ryan, Inc.</i>
LEVER BROTHERS COMPANY (278th Week on CBS) Lux Radio Theatre Cecil B. DeMille, director, with stars of stage and screen <i>Drama</i> Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra <i>Drama</i> Meet Mister Meek <i>Drama</i> Big Sister with Alice Frost, Martin Gabel <i>Serial drama</i> Aunt Jenny's Real Life Stories <i>Dramatic sketches</i>	Monday 9:00-10:00 p.m. 65 CBS stations 29 CBC stations ORIGINATES: KNX Wednesday 8:00-8:30 p.m. <i>Rebroadcast</i> 9:30-10:00 p.m. 73 CBS stations 30 CBC stations ORIGINATES: KNX Wednesday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 63 CBS stations ORIGINATES: WABC Mon. thru Fri. 11:30-11:45 a.m. <i>Rebroadcast</i> 2:00-2:15 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC Mon. thru Fri. 11:45-12:00 noon <i>Rebroadcast</i> 2:15-2:30 p.m. 66 CBS stations ORIGINATES: WABC	Lux Toilet Soap <i>J. Walter Thompson Company</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Lifebuoy <i>William Esty & Company, Inc.</i> Rinso <i>Ruthrauff & Ryan, Inc.</i> Spry <i>Ruthrauff & Ryan, Inc.</i>
LIBBEY-OWENS-FORD GLASS COMPANY (10th Week on CBS) Design for Happiness with 65-piece Chicago Woman's Symphony Orchestra, directed by Izler Solomon, and guest soloists <i>Symphonic music</i>	Sunday 5:00-5:30 p.m. 75 CBS stations ORIGINATES: WBBM	Flat glass products <i>United States Advertising Corporation</i>

**LIGGETT & MYERS TOBACCO
COMPANY**

(412th Week on CBS)

Glenn Miller and His Orchestra
with Marion Hutton, Ray Eberle

Professor Quiz

with Bob Trout

Questions and answers

Tues., Wed., Thurs.
10:00-10:15 p.m.
95 CBS stations
ORIGINATES: WABC

Chesterfield Cigarettes

Newell-Emmett Co., Inc.

Tuesday
9:30-10:00 p.m.
68 CBS stations
ORIGINATES: WABC

Velvet Pipe and Cigarette
Tobacco

Newell-Emmett Co., Inc.

THOMAS J. LIPTON, INC.

(10th Week on CBS)

Helen Hayes Theater

starring Helen Hayes, with Mark
Warnow's Orchestra, and Harry
von Zell

Sunday
8:00-8:30 p.m.
Rebroadcast
10:30-11:00 p.m.
66 CBS stations
ORIGINATES: WABC

Lipton's Tea and
Tea Bags

Young & Rubicam, Inc.

MENNEN COMPANY

(85th Week on CBS)

**Colonel Stoopnagle's
Quixie-Doodles**

Comedy and quiz

Sunday
5:30-6:00 p.m.
45 CBS stations
ORIGINATES: WABC

Mennen Shave Products

H. M. Kiesewetter

Advertising Agency, Inc.

PENN TOBACCO COMPANY

(61st Week on CBS)

Vox Pop

Parks and Wally

Interviews

Thursday
7:30-8:00 p.m.
50 CBS stations
ORIGINATES: ON TOUR

Kentucky Club Pipe
Tobacco

Ruthrauff & Ryan, Inc.

PET MILK SALES CORPORATION

(367th Week on CBS)

Saturday Night Serenade

Mary Eastman, soprano; Bill Perry,
tenor; Bob Trout, Gustave Haen-
schen's Orchestra and Chorus

Mary Lee Taylor

home economist

Household advice

Saturday
9:45-10:15 p.m.
55 CBS stations
ORIGINATES: WABC

Pet Evaporated Milk

*Gardner Advertising
Company*

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
66 CBS stations
ORIGINATES: KMOX

PHILIP MORRIS & COMPANY, LTD.
(225th Week on CBS)

Johnny Presents

Ray Block's Orchestra
Dramatized "Perfect Crime," Floyd
Sherman, Roger Kinney, Audrey
Marsh, "Beverly," Glenn Cross,
Swing 14 Chorus
Musical variety and dramatic interlude

The Crime Doctor

Dramatic programs

Friday
9:00-9:30 p.m.
Rebroadcast
11:30-12:00 p.m.
78 CBS stations
ORIGINATES: WABC

Sunday
8:30-8:55 p.m.
Rebroadcast
11:00-11:25 p.m.
69 CBS stations
ORIGINATES: WABC

Philip Morris Cigarettes
The Biow Company, Inc

THE PROCTER & GAMBLE CO.
(318th Week on CBS)

Those We Love

with Nan Grey, Donald Woods,
Richard Cromwell
Drama

The Goldbergs

Serial drama

The O'Neills

Serial drama

Life Can Be Beautiful

Serial drama

Woman in White

Serial drama

Right to Happiness

Serial drama

Road of Life

Serial drama

Monday
8:00-8:30 p.m.
Rebroadcast
12:00-12:30 a.m.
69 CBS stations
ORIGINATES: KNX

Mon. thru Fri.
5:00-5:15 p.m.
Rebroadcast
11:30-11:45 a.m.
24 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
5:15-5:30 p.m.
17 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:00-1:15 p.m.
34 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:15-1:30 p.m.
32 CBS stations
ORIGINATES: WBBM

Mon. thru Fri.
1:30-1:45 p.m.
36 CBS stations
17 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
1:45-2:00 p.m.
24 CBS stations
ORIGINATES: WBBM

Teel
Drene
H. W. Kastor & Sons

Oxydol
*Blackett-Sample-
Hummert, Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

Ivory Soap
*Compton Advertising,
Inc.*

Camay
Pedlar & Ryan, Inc.

Crisco
*Compton Advertising,
Inc.*

Chipso
Pedlar & Ryan, Inc.

PRUDENTIAL INSURANCE COMPANY OF AMERICA <i>(79th Week on CBS)</i> When a Girl Marries <i>Serial drama</i>	Mon. thru Fri. 12:15-12:30 p.m. 51 CBS stations ORIGINATES: WABC	Insurance Services <i>Benton & Bowles, Inc.</i>
R. J. REYNOLDS TOBACCO COMPANY <i>(395th Week on CBS)</i> Blondie with Penny Singleton and Arthur Lake <i>Domestic comedy</i> Al Pearce and His Gang with Margaret Brayton, Artie Auerbach, Arthur Q. Bryan, Carl Hoff and His Orchestra, and guests <i>Variety</i>	Monday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 59 CBS stations ORIGINATES: KNX Friday 7:30-8:00 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 82 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco <i>William Esty & Company, Inc.</i>
SPEARMINT GUM <i>(441st Week on CBS)</i> Scattergood Baines <i>Serial drama</i>	Mon. thru Fri. 5:45-6:00 p.m. 78 CBS stations ORIGINATES: WBRM	Spearment Gum <i>Neisser Meyerhoff, Inc.</i>
TEXAS COMPANY <i>(183rd Week on CBS)</i> Texaco Star Theatre starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players", Martin Singers <i>Variety</i>	Wednesday 9:00-10:00 p.m. <i>Rebroadcast</i> 12:00 1:00 a.m. 87 CBS stations ORIGINATES: WABC	Texaco Products <i>Buchanan & Co.</i>
U. S. TOBACCO COMPANY <i>287th Week on CBS)</i> Pipe Smoking Time with Arthur Fields, Fred Hall, Edward Roecker, and Woody Guthrie	Monday 8:30-8:55 p.m. <i>Rebroadcast</i> 11:30-11:55 p.m. 55 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco <i>Arthur Kudner, Inc.</i>

**COLUMBIA
PACIFIC
NETWORK**

ALBERS BROS. MILLING COMPANY <i>(24th Week on CBS)</i> Adventures of Dr. Hunt <i>Mystery Dramas</i>	Sunday 4:30-4:45 p.m. PST ORIGINATES: KNX	Friskies Dog Food <i>Erwin, Wasey & Co.</i>
BATHASWEET CORPORATION <i>(60th Week on CBS)</i> Bob Garred Reporting <i>News</i>	Tues., Thurs. 7:30-7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products <i>H. M. Kiesewetter Advertising Agency</i>
COLONIAL DAMES, INC. <i>(51st Week on CBS)</i> "Find the Woman" with Knox Manning	Friday 9:55-10:00 p.m. PST ORIGINATES: KNX	Cosmetics <i>Glasser Advertising Agency</i>
GENERAL FOODS CORPORATION <i>(288th Week on CBS)</i> Second Wife <i>Dramatic Serial</i>	Mon. thru Fri. 4:00-4:15 p.m. PST ORIGINATES: KNX	Postum <i>Young & Rubicam, Inc.</i>
GENERAL PETROLEUM CORP. <i>(10th Week on CBS)</i> Pigskin Preview with Sam Hayes	Wednesday 6:15-6:30 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil <i>Smith & Drum, Inc.</i>
P. LORILLARD COMPANY <i>(235th Week on CBS)</i> Texas Rangers with Martha Mears	Wed., Fri. 6:00-6:15 p.m. PST ORIGINATES: KNX	Old Gold Cigarettes <i>Lennen & Mitchell, Inc.</i>
LOS ANGELES SOAP COMPANY <i>(61st Week on CBS)</i> Knox Manning <i>News</i>	Mon. thru Fri. 12:15-1:00 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap <i>Raymond R. Morgan Co.</i>
LUDEN'S, INC. <i>(49th Week on CBS)</i> Elmer Davis <i>News</i>	Tues., Fri. 5:55-6:00 p.m. PST ORIGINATES: WABC	Menthol Cough Drops <i>J. M. Mathes, Inc.</i>
THE MENNEN COMPANY <i>(85th Week on CBS)</i> Bob Garred Reporting <i>News</i>	Mon., Wed., Fri. 7:30-7:45 a.m. PST ORIGINATES: KNX	Mennen Shaving Cream <i>H. M. Kiesewetter Advertising Agency</i>

**COLUMBIA
PACIFIC
NETWORK**

Continued

PETER PAUL, INC.
(20th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
5:45-5:55 p.m. PST
ORIGINATES: KNX

Mounds Candy
Ten Crown Gum
*Brisacher, Davis
& Staff*

**PLANTERS NUT AND
CHOCOLATE COMPANY**
(8th Week on CBS)

What's On Your Mind?

Thursday
7:15-7:45 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan Co.

SMITH BROTHERS
(47th Week on CBS)

Knox Manning
News

Sunday
8:25-8:30 p.m. PST
Mon., Tues., Thurs.
9:30-9:35 p.m. PST
ORIGINATES: KNX

Cough Drops
*J. D. Tarcher &
Company*

AMERICAN CHICLE COMPANY
(13th Week on CBS)

Announcements

Mon. thru Sat.
8:00-8:01:30 a.m.

Chiclets and Dentyne
*Badger, Browning &
Hersey, Inc.*

BARBASOL COMPANY
(9th Week on WABC)

Sports News
with Mel Allen

Tues., Thurs.
6:00-6:05 p.m.

Barbasol Shaving Cream
Erwin, Wasey & Co., Inc.

BATHASWEET CORPORATION
(3rd Week on WABC)

Ted Steele and his Novachord

Tuesday
6:15-6:30 p.m.

"Bathasweet" Toilet Goods
*H. M. Kieseewetter
Advertising Agency, Inc.*

BOND STORES, INC.
(35th Week on WABC)

Morning Almanac
with Phil Cook
(One week only)

Midnight News
(One week only)

Tues., Thurs., Sat.
7:30-7:45 a.m.

Men's Clothing
Neff-Rogow, Inc.

BOSCO, INC.
(40th Week on WABC)

News of the World
with Elmer Davis, Major George
Fielding Eliot, and Albert Warner
(Starting December 17)

Tues., Thurs.
10:45-11:00 p.m.

"Bosco" Milk Amplifier
Kenyon & Eckhardt, Inc.

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**

Continued

BULOVA WATCH COMPANY <i>(588th Week on WABC)</i> Time Signals	Sun. thru Sat. 10 Times Daily	Bulova Watches <i>The Biow Company</i>
CHILDS COMPANY <i>(6th Week on WABC)</i> Morning Almanac with Phil Cook	Mon., Wed., Fri. 7:30-7:45 a.m.	Childs Restaurants <i>Geyer, Cornell & Newell, Inc.</i>
DREZMA, INC. <i>(4th Week on WABC)</i> Lessons in Loveliness with Nell Vinick	Tues., Thurs., Sat. 8:25-8:30 a.m. Tues. and Thurs. 11:00-11:15 a.m.	"Drezina" Cosmetics <i>Lynn Baker Company</i>
GORDON BAKING COMPANY <i>(58th Week on WABC)</i> John Nesbitt's Passing Parade	Mon. thru Sat. 8:20-8:25 a.m.	Silvercup Bread <i>Barton A. Stebbins</i>
GROVE LABORATORIES, INC. <i>(9th Week on WABC)</i> Odd Side of the News	Mon., Wed., Fri. 8:25-8:30 a.m.	Bromo Quinine Cold Tablets <i>J. Walter Thompson Company</i>
KRUG BAKING COMPANY <i>(49th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Friday 8:45-9:00 a.m.	Bakery Products and Coffee <i>Elmer L. Cline</i>
LUDEN'S, INC.* <i>(8th Week on WABC)</i> News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner	Mon., Wed. 10:45-11:00 p.m.	Luden's Menthol Cough Drops <i>J. M. Mathes, Inc.</i>
MANUFACTURERS' TRUST COMPANY <i>(12th Week on WABC)</i> News of the World with Elmer Davis, Major George Fielding Eliot, and Albert Warner (This series ends December 17)	Tues., Thurs. 10:45-11:00 p.m.	Banking Services <i>McCann-Erickson, Inc.</i>

*In addition to number of weeks in which the client has used CBS Network facilities.

MELVILLE SHOE COMPANY <i>(106th Week on WABC)</i> Early Morning News	Mon. thru Sat. 7:45-8:00 a.m.	Thom McAn Shoes <i>Neff-Rogow, Inc.</i>
DR. MILES LABORATORIES, INC. <i>(Starting December 19)</i> Afternoon News Mid-Morning News	Mon. thru Fri. 3:55-4:00 p.m. Saturday 11:00-11:05 a.m.	Alka-Seltzer and One-A-Day Vitamins <i>Wade Advertising Agency</i>
NEW YORK STATE BUREAU OF MILK PUBLICITY <i>(11th Week on WABC)</i> Woman's Page of the Air with Adelaide Hawley	Tuesday 8:45-9:00 a.m.	Milk Publicity <i>J. M. Mathes, Inc.</i>
PETER PAUL COMPANY <i>(38th Week on WABC)</i> Early Riser's News	Mon., Wed., Fri. 6:30-6:35 a.m.	Mounds <i>Platt-Forbes, Inc.</i>
SELECT THEATRES CORPORATION <i>(24th Week on WABC)</i> Musical Comedy Favorites	Mon., Wed., Fri. 8:15-8:20 a.m.	"New Hellzapoppin" <i>Blaine-Thompson Company, Inc.</i>
VICK CHEMICAL COMPANY <i>(8th Week on WABC)</i> Rising Son with Larry Elliott <i>Announcements</i>	Mon., Wed., Fri. 6:35-7:00 a.m.	Vick's Menthol Cough Drops <i>Morse International, Inc.</i>
WHITE LABORATORIES, INC. <i>(12th Week on WABC)</i> Jack Berch <i>Variety</i>	Tues., Thurs., Sat. 8:15-8:20 a.m.	"Chooz" <i>William Esty & Company, Inc.</i>
F. W. WOOLWORTH COMPANY <i>(Starts December 3—one week only)</i> Afternoon News Mid-Morning News	Mon. thru Fri. 3:55-4:00 p.m. Saturday 11:00-11:05 a.m.	Christmas Catalogue <i>Lynn Baker Company</i>

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. COLUMBIA'S CHRISTMAS CARAVAN	Page 18
2. NEWS BROADCASTS	Page 19
3. PUBLIC AFFAIRS	Page 19
4. SPECIAL EVENTS	Page 20
5. DRAMATIC SERIES	Page 20
6. RELIGIOUS BROADCASTS	Page 21
7. SERIOUS MUSIC	Page 22
8. EDUCATIONAL PROGRAMS	Page 24
9. VARIETY PROGRAMS	Page 26
10. PERSONALITIES	Page 26
11. CHILDREN'S PROGRAMS	Page 27
12. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: NOVEMBER PROGRAMS	Page 29

**COLUMBIA'S
CHRISTMAS
CARAVAN**

Annual Carol Service

12:00-12:55 a.m.

TUESDAY, DECEMBER 24

(Actually Christmas Day)

Rise Stevens, young American contralto and Metropolitan Opera singer, joins the CBS Broadcasting Symphony and the Carol Singers in Columbia's annual Christmas Eve carol service. Howard Barlow conducts.

Vatican City

Choral Program

1:00-1:30 p.m.

SUNDAY, DECEMBER 22

The Sistine Chapel Choir of 55 voices is heard in a program of religious music by Palestrina, Vittoria, and Perosi in the regular "Church of the Air" afternoon session.

Night Before Christmas

6:15-6:30 p.m.

TUESDAY, DECEMBER 24

Nila Mack presents an unusual radio drama, based upon the famous and popular poem by Clement Moore, "The Night Before Christmas."

Christmas Music by Bach

2:35-3:00 p.m.

SUNDAY, DECEMBER 22

The Bach Choir of Bethlehem, Pennsylvania, once more presents a coast-to-coast program of hymns and Christmas music by Johann Sebastian Bach.

Handel's Messiah

11:30 p.m.-12:30 a.m.

SUNDAY, DECEMBER 22

Handel's "Messiah" is sung by the Stone Church Choir of Kansas City and played by an orchestra drawn from the Kansas City Philharmonic and directed by Paul Craig.

Indianapolis Symphony

11:05 a.m.-12:00 noon

SATURDAY, DECEMBER 23

The Indianapolis Symphony Orchestra broadcasts a special holiday program, including works by Dvorak, Bach, McCollin, and Rimsky-Korsakoff.

Choral Programs

VARIOUS HOURS

DECEMBER 14 THRU DECEMBER 31

During the Christmas season, CBS presents many of America's outstanding school and seminary choirs in special holiday programs. Among the groups scheduled so far are the following: St. Peter's Boys' Choir, Philadelphia; David Lipscomb College Chapel Choir, Nashville; Broad Street Presbyterian Church Choir, Columbus; SS. Cyril and Methodius Seminary Chorus, Detroit; Columbus Boy Choir School, Columbus; Ilion (N. Y.) High School A Cappella Choir; Schoolfield (Va.) High School Glee Club; and Greenwich (Conn.) High School Opera Club. (Many more Christmas programs are to be scheduled by CBS.)

**NEWS
BROADCASTS**

**News Summaries, Analyses
and Broadcasts from Europe**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe.

News Broadcasts: Edward R. Murrow, Eric Sevareid from London; Edwin Hartrich from Paris; William L. Shirer, Harry W. Flannery, Joseph C. Harsch from Berlin; Cecil Brown from Rome; Larry Leseur from R.A.F. headquarters in Great Britain; Frank Stevens from Budapest; Spencer Williams from Bucharest; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY: 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:45-11:00 p.m. MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight; 12:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:00 a.m., 11:00 a.m., 3:55, 6 p.m., 12:00 midnight, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY. *News Analyses:* Elmer Davis, 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY; Elmer Davis, 6:30-6:45 p.m., SATURDAY.

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

**PUBLIC
AFFAIRS**

Report to the Nation

6:00-6:30 p.m.

EACH SATURDAY

This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in handling a problem or event rich with public interest. The series originates in Washington and is produced by Brewster Morgan.

**PUBLIC
AFFAIRS**

**Broadcasts from Mexico's
Inaugural Ceremonies**

12:00-1:00 p.m., 2:00-2:30 p.m.

SUNDAY, DECEMBER 1

5:30-5:45 p.m.

MONDAY, DECEMBER 2

CBS covers the inaugural of His Excellency, General Manuel Avila Camacho, as President of Mexico. The first broadcast is of General Camacho's inaugural address, with a running translation by Alberto Zalamea. The second Sunday broadcast is directed by Sterling Fisher, while Eric Sevareid handles news reports on the inaugural from Mexico City.

**SPECIAL
EVENTS**

Sports-Time

11:00-11:15 p.m.

MONDAY THROUGH SATURDAY

"Sports-Time" presents news and features from every field of sport—from baseball to chess, football to yachting. Ted Husing, Mel Allen, and Warren Sweeney are among the "Sports-Time" reporters.

"We Who Serve"

2:00-2:15 p.m.

SATURDAY, DECEMBER 7

Three Y.M.C.A. leaders speak on "We Who Serve." The two scheduled so far are S. C. Leung, national general secretary of the Chinese Y.M.C.A., and A. Hugo Grassi, general secretary of the South American Y.M.C.A.

**DRAMATIC
SERIES**

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Davidson Taylor supervises production of the plays and selection of the scripts.

DECEMBER 1: "And to Think That I Saw It on Mulberry Street," by Dr. Seuss, directed by Nila Mack, original music by Charles Paul.

DECEMBER 8: Euripides' "Trojan Women," translated by Edith Hamilton, adapted and directed by John Houseman.

DECEMBER 15: Ring Lardner's "Symptoms of Being 35," dramatized by Vera Eikel.

DECEMBER 22: "Plot to Overthrow Christmas," by Norman Corwin.

"Honest Abe"

9:30-10:00 a.m.

EACH SATURDAY

This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Ray Middleton, prominent young American baritone.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In December:

DECEMBER 1: *Morning*: Dr. Henry Sloane Coffin, D.D., president, Union Theological Seminary, New York City (Presbyterian).

Afternoon: Rev. Frederick May Eliot, D.D., president, American Unitarian Association, Boston.

DECEMBER 8: *Morning*: Rev. Charles W. Gilkey, B.D., Dean of Rockefeller Memorial Chapel, University of Chicago (Baptist).

Afternoon: Most Rev. Duane G. Hunt, D.D., Bishop of Salt Lake City (Catholic).

DECEMBER 15: *Morning*: Dr. Torney Otto Nall, Jr., D.D., editor, *The Christian Advocate*, Kansas City (Methodist).

Afternoon: Dr. Abba Hillel Silver, D.D., Rabbi of the Temple of Cleveland.

DECEMBER 22: *Morning*: Dr. Otto Paul Kretzmann, S.T.M., president, Valparaiso University, Valparaiso, Indiana (Lutheran).

DECEMBER 29: *Morning*: Rev. Roelif H. Brooks, D.D., Rector of St. Thomas Church, New York (Episcopal).

Afternoon: Dr. Paul Henry Fall, Ph.D., president, Hiram College, Hiram, Ohio (Disciples of Christ).

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

DECEMBER 1: Dr. Edward Warner Brice, president, Clinton College, Rock Hill, S. C.

DECEMBER 8: Dr. U. C. Hodges, secretary, American Bible Society, Cleveland Division.

DECEMBER 15: Miss Bertha M. Black, grand Bassileus, Sigma Gamma Rho, St. Louis.

DECEMBER 22: Christmas music.

DECEMBER 29: Miss Hulda M. Lyttle, dean, School of Nursing, Meharry Medical College, Nashville.

**New York Philharmonic-
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting exclusively on CBS. John Barbi-rolli, brilliant young English conductor, is permanent director of the orchestra. Dimitri Mitropoulos is guest conductor of the last two concerts in December. Deems Taylor is again intermission commentator. From Carnegie Hall in December:

DECEMBER 1: From Washington: *Foote*: Suite in E-major for String Orchestra; *Bach*: "Sheep May Safely Graze;" *Tschaikowsky*: Overture-Fantasy, "Romeo and Juliet;" *Beethoven*: Symphony in C-minor, No. 5.

DECEMBER 8: *Sibelius*: Legend for Orchestra, "The Return of Lemminkainen," and Symphony in E-minor, No. 1; *Rachmaninoff*: Rhapsody on a Theme of Paganini for Piano and Orchestra. GITTA GRADOVA, pianist.

DECEMBER 15: *Weber*: Overture to Oberon; *Mozart*: Concerto in D-major for 'Cello and Orchestra, JOSEPH SCHUSTER, 'Cellist; *Brahms*: Symphony in D-major, No. 2.

DECEMBER 22: *Bach*: Three Fugues from the Art of Fugue: Triple Fugue, Double Fugue, Quadruple Fugue; *Reger*: Four Tone Poems after Pictures by Arnold Boecklin; *Strauss*: Sinfonia Domestica.

DECEMBER 29: *Dukas*: Symphonic Poem, "La Peri"; *Chausson*: Poeme, for Violin and Orchestra, ALBERT SPALDING, violinist; *Saint-Saëns*: Rondo Capriccioso, ALBERT SPALDING, violinist; *Zemlinsky*: Sinfonietta (first performance in the United States).

Youth Orchestras

10:30-11:00 a.m.

EACH SUNDAY

NYA orchestras in large American cities present this new Sunday morning series of symphonic music. The first three Sundays of December feature the orchestras of Atlanta, Providence, and Pittsburgh respectively.

**Philharmonic Young
People's Concert**

11:05 a.m.-12:15 p.m.

SATURDAY, DECEMBER 14

The Philharmonic-Symphony Orchestra of New York presents one concert a month especially for young people. Rudolph Gans conducts, and on December 14 Paul Leyssac is narrator.

**SERIOUS
MUSIC**

**Cincinnati Conservatory
of Music**

11:15 a.m.—12:00 noon

SATURDAY, DECEMBER 7 AND 21

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists. The December 7 broadcast includes works of Sibelius and Dvorak.

**Columbia Concert
Orchestra**

5:15–5:45 p.m.

MONDAY, TUESDAY,
WEDNESDAY, AND FRIDAY

The winter schedule for the Columbia Concert Orchestra includes several half-hour broadcasts of symphonic music each week. The orchestra is directed Monday and Wednesday by Howard Barlow. Tuesday and Friday by Victor Bay.

Hall of Song

9:45–10:15 p.m.

EACH SATURDAY

Genevieve Rowe and David Elwynn are heard in this new series of song. They are accompanied by the Columbia Concert Orchestra, conducted by Howard Barlow.

Golden Treasury of Song

3:15–3:30 p.m.

MONDAY THROUGH FRIDAY
STARTING DECEMBER 9

Jan Peerce, popular American tenor, is heard in this regular afternoon series on CBS. David Ross is narrator, and Victor Bay and his orchestra provide accompaniment.

Yella Pessl

VARIOUS HOURS

Yella Pessl, one of the musicians who saved the harpsichord from retirement as a museum piece, is heard in five broadcasts a week principally of seventeenth and eighteenth century compositions.

Genevieve Rowe

6:15–6:30 p.m.

EACH WEDNESDAY

Each Wednesday evening Genevieve Rowe, CBS soprano, is accompanied by the Columbia Concert Orchestra in a program of songs and operatic selections.

Clyde Barrie

9:15–9:30 a.m.

EACH SUNDAY

Clyde Barrie, distinguished Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.

American School of the Air

9:15-9:45 a.m.

(Eastern Time Zone)

2:30-2:55 p.m.

(Central Time Zone)

9:30-10:00 a.m.

(Mountain Time Zone)

2:00-2:30 p.m.

(Pacific Time Zone)

MONDAY THRU FRIDAY

The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS—Americans at Work

DECEMBER 2: Cotton.

DECEMBER 9: Newsprint.

DECEMBER 16: Coffee.

TUESDAYS—Wellsprings of Music

DECEMBER 3: Animal Fantasies.

DECEMBER 10: Lyric Songs.

DECEMBER 17: Lyric Music.

WEDNESDAYS—New Horizons

DECEMBER 4: Key to the Great Lakes.

DECEMBER 11: Moody River of Shifting Sands.

DECEMBER 18: River of Silver and Broken Hopes.

THURSDAYS—Tales from Far and Near

DECEMBER 5: Winterbound.

DECEMBER 12: Manga.

DECEMBER 19: Petite Suzanne.

FRIDAYS—This Living World

DECEMBER 6: Natural Resources and Conservation.

DECEMBER 13: Power for All.

DECEMBER 20: Agriculture and Government.

Adventures in Science

3:45-3:55 p.m.

EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

Of Men and Books

1:00-1:15 p.m.

EACH SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.

Exploring Space

3:45-3:55 p.m.

EACH FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

**EDUCATIONAL
PROGRAMS**

**CBS ADULT
EDUCATION BOARD**

"Invitation to Learning" and "The People's Platform" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman	SPENCER MILLER, JR.
STRINGFELLOW BARR	RUTH BRYAN RONDE
WILLIAM BENTON	THOMAS V. SMITH
HARRY WOODBURN CHASE	GEORGE EDGAR VINCENT
ROBERT I. CANNON, S.J.	WILLIAM ALLEN WHITE
ALVIN S. JOHNSON	RAY LYMAN WILBUR
HENRY R. LUCE	JOSEPH H. WILLITS

Invitation to Learning

10:15-10:45 p.m.

EACH TUESDAY

This new series invites listeners to read or re-read the world's great books. On each program, outstanding scholars discuss famous books—emphasizing their living quality. Huntington Cairns, Allen Tate, and Mark Van Doren are the regular participants, and guests will occasionally discuss the books with them.

The People's Platform

7:00-7:30 p.m.

EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.

Children Also Are People

3:45-3:55 p.m.

EACH MONDAY AND WEDNESDAY

CBS presents a new series of broadcasts by child experts and celebrities to show parents that children are people, too. Among the early broadcasts is an interview of a boy scout by Lanny Ross on what boys like to read.

Columbia's Country Journal

12:00-12:30 p.m.

EACH SATURDAY

Charles Stookey, Columbia's director of agricultural programs, presents a weekly roundup of farm news and interviews distinguished agricultural authorities and leaders.

Highways to Health

1:15-1:30 p.m.

EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

Flow Gently Sweet Rhythm

2:35-3:00 p.m.

SUNDAYS

2:00-2:30 p.m.

SUNDAY, DECEMBER 22

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

"Singing Bee"

10:00-10:30 a.m.

EACH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.

Back Where I Come From

10:30-10:45 p.m.

EACH MONDAY,

WEDNESDAY AND FRIDAY

Burl Ives and the Golden Gate Quartet are featured in this program of lesser-known American folk music, directed by Nicholas Ray. The series was first heard as one of the experimental "Forecast" programs.

A Friend in Deed

3:30-3:45 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

6:15-6:30 p.m.

EACH THURSDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

The Old Dirt-Dobber

10:30-11 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.

PERSONALITIES

CHILDREN'S PROGRAMS

Let's Pretend

12:30-1:00 p.m.

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors. "Let's Pretend" has already in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager. Nila Mack directing. Arthur Ross is mc; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

David Elwynn Jack Leonard
Genevieve Rowe

Golden Gate Quartet, Four Clubmen, Symphonettes

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for December:

Les Brown Sammy Kaye
Henry Busse Joey Kearns
Bill Carlsen Kay Kyser
Jack Coffey Will McCune
Eddie Duchin Jose Morand
Everett Hoagland Paul Pendarvis
Tommy Reynolds

CBS SHORT WAVE BROADCAST SCHEDULE TO EUROPE AND SOUTH AMERICA

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts

(In English)

10:15-10:25, 11:30-11:40 a.m.

1:30-1:45, 5:45-6:00,

6:30-6:45 p.m.

MONDAY THRU FRIDAY

(In Italian, German, Polish,
French)

12:00 noon-1 p.m., 4:30-5:30 p.m.

MONDAY THRU SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

SPECIAL CBS BROADCASTS TO EUROPE

Hollywood News

MONDAY, 2:45-3:00 p.m.

THURSDAY, 7:45-8:00 p.m.

MONDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish

10:00-10:05 p.m.

MONDAY THRU SUNDAY

6:45-7:00 p.m.

SUNDAY THRU FRIDAY

7:00-7:15 p.m., SAT. (WCBX)

12:30-12:45 p.m., 2:30-2:45 p.m.

5:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

SPECIAL CBS BROADCASTS TO SOUTH AMERICA

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

Carmen Castelo's American Travelogues in Spanish

FIRST WEDNESDAY OF EACH
MONTH, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish

FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

Carmen Castelo's Broadway Column in Spanish

FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

NOVEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of November programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

NOVEMBER 6: CBS and the Council for Democracy joined the day after President Roosevelt's election in a three-quarter-hour broadcast demonstrating American unity. Democratic and Republican leaders rallied to the call "United We Stand" in this special broadcast, which was arranged before Election Day. Alf M. Landon, Newbold Morris, and Raymond Gram Swing were among those heard in addresses, while Irving Berlin and Paul Whiteman were featured in the musical portions of the program. 10:15-11 p.m.

NOVEMBER 7: CBS broadcast a special on-the-scene description of Washington's rousing reception to President Roosevelt after his election to a third term. The President was heard briefly during the program. 8:30-9 a.m.

NOVEMBER 9: Theodore Dreiser, eminent American novelist, urged the repeal of the Conscription Act in an address under the auspices of the American Peace Mobilization. Dreiser advocated support of Representative Vito Marcantonio's bill for repealing the Act. 2-2:15 p.m.

NOVEMBER 11: President Roosevelt was heard from the Amphitheater of the Arlington Cemetery in a special address on Armistice Day. 10:59-11:15 a.m.

NOVEMBER 11: President Roosevelt was heard for the second time in one day over CBS in an address in connection with the cornerstone exercises for the new Naval Medical Center at Bethesda, Maryland. 3:30-3:45 p.m.

NOVEMBER 11: Wendell L. Willkie urged his followers to maintain a "loyal opposition" to the Democratic administration in a special address from New York City. 10:30-11 p.m.

NOVEMBER 15: The Hon. Herbert C. Hoover, ex-president of the United States, broadcast from Vassar College in Poughkeepsie. 9:30-10 p.m.

NOVEMBER 19: Governor Harold E. Stassen of Minnesota submitted to the nationwide Columbia audience his program for economies in local government as a means of reducing the tax burdens created by national defense. His address was broadcast from Springfield, Mass., where the National Municipal League had opened a three-day convention. 10:30-10:45 p.m.

NOVEMBER 20: The Committee to Defend America by Aiding the Allies presented its program of strenuous aid to Great Britain in a special quarter-hour broadcast from New York and Boston, 11:15-11:30 p.m.

NOVEMBER 22: Philip Murray, head of the Steel Workers Organizing Committee and newly-elected President of the C. I. O., was heard in an address from Atlantic City, where the C. I. O. elected him to succeed John L. Lewis as its leader, 9:45-10 p.m.

NOVEMBER 23: Frank T. Bow, General Counsel of the National Council of Independent Unions, spoke on "Undominated Labor" from the studios of WGAR, Columbia's station in Cleveland, Ohio, 10:15-10:30 p.m.

NOVEMBER 27: The food industry's important role in national defense and the measures being taken to safeguard the public from profiteering during emergency periods were discussed by Paul S. Willis, president of the Associated Grocery Manufacturers of America, in a special CBS broadcast, 10:15-10:30 p.m.

NOVEMBER 30: Franklin D. Roosevelt, Jr., Betsy Barton, and Dr. Frank Kingdon were heard in a special broadcast jointly arranged by CBS and the newly-formed Committee of Thirty Million, "A Roll Call of Youth for Democracy," 10:15-10:30 p.m.

SPECIAL EVENTS

NOVEMBER 12: Columbia broadcast a special program in connection with the "National

Conference of Catholic Charities," from Washington, 5:30-5:45 p.m.

NOVEMBER 15: Norman Corwin's verse-drama, "Seems Radio Is Here To Stay," was again given as a tribute to the industry as part of the National Association of Broadcasters' observance of radio's twentieth anniversary. The play was first presented in April, 1939, and since has won enthusiastic applause from a host of coast-to-coast listeners, 9:30-10 p.m.

NOVEMBER 17: The American Red Cross' 1940 drive was heralded by a special program originating in the studios of KNX, CBS station in Hollywood. Many screen stars participated in the program which urged Americans to support the Red Cross, 1:30-2:30 p.m.

NOVEMBER 19: Kate Smith was heard in an appeal for the American Red Cross from Hollywood, 5:30-5:45 p.m.

NOVEMBER 22: Columbia broadcast a special program in connection with the Texas State Teachers Conference and the Virginia State Teachers Conference, 3:15-3:30 p.m.

NOVEMBER 25: CBS covered the arrival of draftees at Fort Dix with a special broadcast originating at the camp's Recruit Reception Center. Draftees were interviewed on the program, and the first days at camp were graphically described, 9-9:15 a.m., 10:45-11 p.m.





THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston
1622 Chestnut Street, Philadelphia • 410 North Michigan Avenue, Chicago • 902 Fisher Building,
Detroit • Mart Building, St. Louis • 625 Second Avenue, South Minneapolis • Wilder
Building, Charlotte, North Carolina • 317 Earle Building, Washington • Columbia
Square, Hollywood • Palace Hotel, San Francisco • 11 Langham Place, W. 1, London



NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY

